MARCH 31, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Special report: The high cost of being investigated — Page 54

Hill quizzes FCC's new candidate, current members — Pages 56, 60

Rebel musicians' new guild challenges Petrillo's AFM — Page 74

73%* of Maryland furniture & appliance sales covered by WITH at lowest cost per M

*Sales Management, 1957

And the other 27% are so far from Baltimore that they're controlled by distribution centers *outside* of Maryland.

When you buy W-I-T-H, you buy *all* of *Metropolitan* Baltimore's burgeoning population of 1,550,645**—up 20.2% in the past seven years alone. You get blanket coverage of the total effective buying market—and *no waste coverage*. You get by far the lowest cost per thousand.

That's why W-I-T-H has twice as many advertisers as any other Baltimore station. That's why, for furniture, appliances, everything . . . it rates as *your* first choice.

**Metropolitan Research

It "figures"! Baltimore's best radio buy is . . .

W-I-T-H

TOM TINSLEY, *President* R. C. EMBRY, *Vice-President*

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

RATINGS UP 18.2%

UP

AUDIENCE SHARE UP 14.9%

UP

SALES VOLUME UP 34.9%

UP

KCOP outgains all other Los Angeles TV stations, according to latest ARB. Four month increase, Nov. '57 to Feb. '58 (Mon. thru Fri., 6 pm to 12M). Your KCOP account exec or Petry man has the full story!

KCOP 13

LOS ANGELES' MOST POWERFUL TELEVISION STATION REPRESENTED NATIONALLY BY PETRY & CO., INC.

Photo by Hamill-Solazzo

WJIM-TV

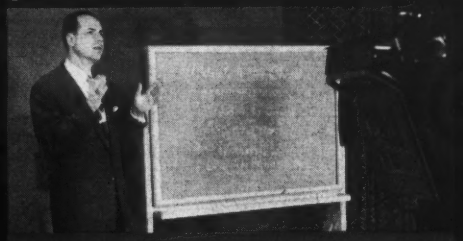
Michigan's Great Area Station—Strategically Located
to Exclusively Serve LANSING—FLINT—JACKSON
with a Dominant 100,000 watt signal from its new 1023' tower
located between Lansing and Flint... NBC—CBS—ABC

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

Dedicated to public service

...rogram of concert music played by the ...nd of Franklin and Marshall College

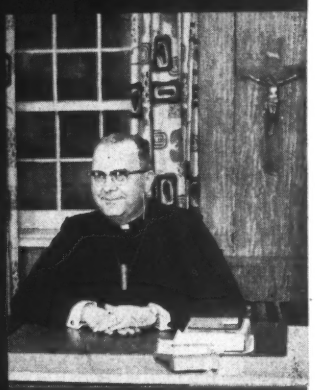


"Pastor's Study," weekly, inter-denominational program featuring Protestant clergymen

Daily feature on WGAL-TV —beautiful organ music on "Hymns of Faith" program

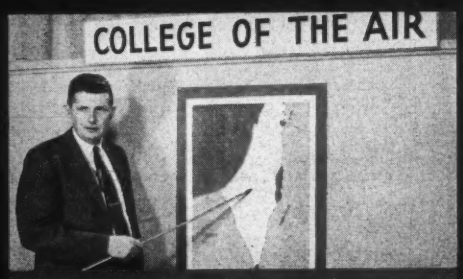
"Romper Room," a Monday-through-Friday show for pre-kindergarten children

Students from all the York, Pennsylvania, schools are members of this choral group



"Through this Door," a weekly WGAL-TV religious program conducted by clergy of various faiths

WGAL-TV covers centennial celebration of election of President James Buchanan

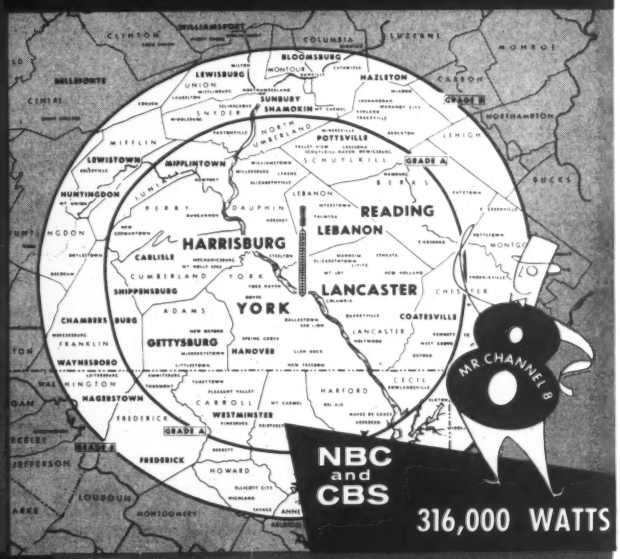


"College of the Air," a daily educational program with eight participating area colleges

Management and personnel of WGAL-TV hold two things in common. They share the concept of television as an instrument of public service to the community. And they actively participate in community affairs as individual citizens . . . they are vitally interested in education and religion, public health and welfare, recreation and the arts, farming and industry. These regularly scheduled programs are but a few of the many community service telecasts featurod on station WGAL-TV.

STEINMAN STATION • Clair McCollough, Pres.

AMERICA'S 10th TV MARKET



WGAL-TV

LANCASTER, PA.
NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit

IS MUSIC ENOUGH? What may be first frontal attack on music-news-only radio stations took place last week when FCC sent letters of inquiry (not McFarland letters) to nine Atlanta, Ga., radio stations whose licenses expire tomorrow. At issue are program logs for 1957-58 composite week which show that all nine had little or no educational, agricultural or religious programming. If answers clarify program lacks, licenses will be renewed; if not, process will start to hold hearings on why licenses should not be renewed. Until answers are received and status of individual stations clarified, stations continue on deferred licenses basis.

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Stations which have been queried on purported programming imbalance (see above) are WAKE, WAOK, WEAS, WERD, WGKA-AM-FM, WGST, WQXI and WTAM. Five Atlanta stations got licenses renewed when composite week program logs showed "clean" records; they are: WSB - AM - FM, WAGA - AM - FM and WYZE.

•

WITNESS LIST • Federal Grand Jury in Washington is digging deeper into Pittsburgh ch. 4 and Miami ch. 10 cases. Last week, in Pittsburgh investigation, jury called back two witnesses who appeared three weeks ago plus two attorneys who formerly represented them. Recalled were Earl F. Reed and Lee W. Eckels, of Television City Inc., corporation which survived after merger with WCAE Inc. (Hearst) and drop-out of three other applicants who were paid $50,000 each. Attorneys who testified briefly last Wednesday were W. Theodore Pierson and Harrison T. Slaughter, partners in Pierson, Ball & Dowd.

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In Miami ch. 10 case, grand jury took testimony last week from secretaries in former Comr. Richard A. Mack's office—Frances Kreeger, who was personal secretary to Mr. Mack, and Frankie Fox and Lillian Watson. Incidentally, question widely asked in Washington is: "Where is Richard Mack?" Answer: He is still in Washington, living at 5143 Macomb St., N.W., has settled no plans for his future, according to associates.

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CLIFF-HANGER • FCC approval of $3.5 million transfer of ch. 13 WATV (TV) Newark-New York and WAAT to National Telefilm Associates will be forthcoming today (March 31). Transfer, which has been pending since last October, would have expired at midnight tonight. FCC at meeting last Wednesday gave its tentative approval to transfer with understanding that commitment would be made by NTA agreeing to proviso regarding antitrust aspects, similar to that which was appended to transfer last year of control of ch. 9 KMGM-TV (now KMSP) Minneapolis-St. Paul for $650,000, plus assumption of obligations. Vote, taken Friday, was 4-2, with Comrs. Craven and Bartley dissenting.

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At least one major television station in major market has already found way to reduce technical overhead by use of new Ampex videotape recording. Station now records seven-day schedule in five days, hence needs technical production crew only on Monday-Friday work week. Its technical union has gone along with change.

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McDONALD BLAST • Leading advocate of subscription television—E. F. McDonald Jr., president of Zenith Radio Corp.—has started new and violent attack against free television which he accuses of running distorted editorial campaign that scuttled proposed tests of toll tv. Commander McDonald has sent five-page letter to key publishers and editors of newspapers warning that tv has power to become dominant editorial force. Appeal, skillfully calculated to play on newspapermen's own survival instincts, praises diversity of editorial opinion to be found in U. S. publications.

•

In his letter to newspapermen, Commander McDonald takes special aim at heads of CBS and NBC who, he says, "control tv broadcast policies throughout the country by their economic domination of affiliated stations." Zenith president charges that "no such concentration of power ever existed in the press" and adds that "network monopoly is . . . threat to freedom of speech—of vital interest to every printed publication."

•

RUSSIAN EXCHANGE • Unusual high-level meeting was held in Washington last Thursday under aegis of State Dept. to discuss furtherance of U. S.-Soviet television program exchanges, in line with recent treaty looking toward more harmonious cultural relations between nations. Meeting with Ambassador William S. B. Lacey were CBS Inc. President Frank Stanton, NBC President Robert W. Sarnoff and AB-PT President Leonard H. Goldenson. While result was not disclosed, it's understood it looks toward appointment of coordinator for U. S. television to handle program exchanges (including commercial sale), following lead of motion picture industry under Motion Picture Assn. President Eric Johnston.

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Report will be published within few weeks dealing with "propriety" of CBS-TV's policy in telecasting last June its exclusive film interview of Nikita S. Khrushchev that created stir in Washington as well as rest of nation. Authored by Herbert Mitgang, New York Times Sunday tv-entertainment editor, report will be first by-product of Fund for Republic's continuing tv inquiry [GOVERNMENT, *Dec. 23, 1957*]. *Mr. Mitgang proposes clarification of broadcaster regulatory obligation as it relates to inherent constitutional freedoms of speech and press.*

•

NUMBERS UP • Phone calls have played big role in past hearings of House Legislative Oversight Subcommittee on FCC ch. 10 Miami grant, and testimony today (Monday) by Comr. Robert E. Lee will prove no exception. Staff investigators have compiled lengthy list of Lee telephone calls—including 17 to Charles Steadman, Ohio attorney whose name has played prominent role in previous testimony [GOVERNMENT, March 24, et seq.]

•

According to insiders, John Toigo has better than even chance to emerge as next president of Pabst Brewing Co. at stockholders annual meeting tomorrow (Tuesday). Sentiment is strong in proxy fight for return of brewery to family represented in stockholder slate comprising David and Robert Pabst and Carl and Otto Spaeth. Moreover, Harris Pelstein, Pabst president-board chairman, acknowledged need for new president, insurgent group points out, in letter to stockholders. It's now established, incidentally, Mr. Toigo resigned of own volition as vice president-marketing director of Schlitz.

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ELECTRONIC AGE • Television, which was post World War II savior of electronics industry, has become just another narrow profit margin "appliance" of that $7.6 billion dollar field, now representing, with radio, only 20% of overall volume. Whereas there were more than 100 manufacturers in tv set production in immediate post war era, there are less than 30. Of these, about 10 do 90% of business, which in 1957 amounted to 6,399,345 units having dollar volume of $832,747,000. Rigorous competition has reduced profit margin on regular line of receivers from average of 20% at peak market ten years ago to roughly 5% currently.

•

Telecasters who cling to conventional 10-second, 20-second and minute spots are missing good bet, to judge by experience of KRON-TV San Francisco. That station introduced two-second spot, consisting of video product picture or logotype and audio of two or three words like "Drink Pepsi-Cola," year ago, is now realizing what KRON-TV management describes as "substantial revenue" from these quickie announcements.

1923-1958 RADIO WOW'S THIRTY-FIFTH YEAR OF OPERATION...

...35 Years of Leadership!

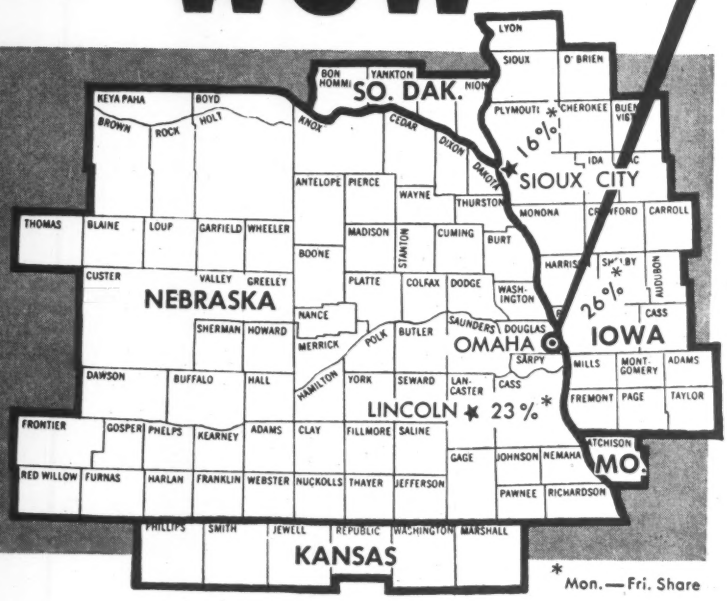
ONLY RADIO WOW OMAHA

DELIVERS A

9.2

AVERAGE RATING

(7 AM-7 PM Mon. thru Fri.)



* Mon.—Fri. Share

—in the Huge, 102-County WOW Area! (Pulse, Nov. 1957)

There is No Recession in WOW-Land!

REGIONAL RADIO WOW Omaha

CBS AFFILIATE

A Meredith Station —

FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

Rating Merry-Go-Round—Revlon's Abrams and researcher Miles Wallach come up with coincidental telephone and personal survey test conducted in Syracuse; urge tv industry to finance nationwide service based on system. Top-placed researchers initially cold to proposed $5-million-per-year project. Page **31.**

More Tv Power—It's more television for Revlon this spring as cosmetics firm steps up diversification tempo with number of new products to be introduced nationally, but first on test runs involving spot broadcasting. Revlon reports net sales gain of $9.4 million for 1957. Page **36.**

TvB's Listings of Top Tv Advertisers in '57—Procter & Gamble leads all advertisers in all three classifications—total tv, spot tv and network tv expenditure. Listing compiled from network figures provided by PIB and spot figures by the N. C. Rorabaugh Co. Page **40.**

Television Dollars for Flowers—Florists' Telegraph Delivery Assn. allocates $2.6 million to tv (more than 90% of its advertising budget) for coming year, sponsoring *Person to Person* on alternate weeks, in expectation that television will help boost gross sales of FTD florists from $50 million to $100 million five years hence. Page **42.**

Unknown Factor—No reasons are given by advertiser and agency alike as Max Factor & Co. and Doyle Dane Bernbach Inc. unexpectedly announce termination of seven-year-old relationship during which cosmetics firm became major factor in multi-million dollar cosmetic field. Sweepstakes are on as new $3 million account is tossed out for agency scramble. Page **44.**

Probes Everywhere—Capitol Hill and Pennsylvania Ave. abound with legislative inquiries, regulatory studies and assorted delving into the innards of broadcasting. Investigators practically trample over each other, costing taxpayers and broadcasters millions. Page **54.**

Cross Examined—FCC nominee faces Senators in two-hour confirmation hearing; says he wouldn't take very kindly to pressure on votes, but sees nothing wrong in congressional or White House inquiries. Page **56.**

FCC Misconduct Questions Again Raised—Harris subcommittee switches sights from Miami ch. 10 to charges against present and former commissioners; interim report with possible legislation due this week. Page **60.**

Peoria Deletion Upheld—U. S. Appeals court upholds FCC in deletion of ch. 8 from Peoria, Ill.; unanimous decision says Commission exercised proper procedures in rule-making and it is not for court to substitute judgment for that of FCC. Page **69.**

Eastman, ABN Talk Severance—Negotiations underway for settlement of president's contract in face of heavy program curtailment. DeGray likely successor. Affiliates group calls meeting with network authorities today. Page **70.**

ABC-TV Shows Its Pitch—Economy, programming, coverage and strength in heavier-buying homes emphasized in presentation to advertisers and agencies unveiled last week. Page **71.**

Tv Top Revenue Getter at AB-PT—Annual report shows gross income from television last year surpassed receipts from theatre operation. Total gross income was at record level but net operating earnings were down. Page **72.**

AFM Challenged—Read's insurgent L. A. group files petition with NLRB. Page **74.**

The Electronics Show—Institute of Radio Engineers abounds with electronics developments. Prominently mentioned: mural tv, stereophonic, multiplex and single-band sideband testing. Page **80.**

Songwriter Suit Dismissal Asked—Four-year-old damage suit against BMI, networks and other companies should be dropped because plaintiffs have no legal standing to sue, court is told. Defendants claim question of "standing" should at least be tried before other issues. Page **82.**

DuPont Awards—This year they go to KRON-TV San Francisco, KARD-TV Wichita and NBC newsman Clifton Utley. Page **83.**

Blasts Against Recession Pessimism—Broadcasters across country using facilities to offset fallacious ideas about present economy. Page **85.**

Needed: Back Fence Talk for Tv—Intimacy is neglected dimension in television, according to Douglas Anderson. Writing in MONDAY MEMO, Anderson-McConnell's president urges re-evaluation of sales approach to sound more like people and less like Univacs. Page **105.**

MR. ANDERSON

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

The front office may think he's working—and technically, he is. He's here to hear for himself why WQAM is first 95% of the time. (410 of 432 quarter hours belong to WQAM, 6 a.m.-midnight, Monday-Saturday, Pulse.)

Of course, while he's here, he'd be foolish not to take in some of the fabulous fun Miami offers. That's one pleasure. Then, too, there's the pleasurable ease of buying time in a market where one station is so definitely dominant.

In addition to the Pulse quarter-hour story, WQAM continues to lead decisively on Hooper. (Latest all-day average: 36.7%). The story's just about the same on Trendex.

And WQAM is first on the latest Southern Florida Area Pulse which accounts for the listening habits of 31.5% of the state's population.

It will be a pleasure for somebody from Blair to tell you all. Or, talk to WQAM General Manager Jack Sandler.

WQAM covering all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in ***MIAMI***

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Hyde, Bartley Reaffirm Denial Of Any Misconduct in Office

House Legislative Oversight Subcommittee investigating FCC Friday heard Comrs. Rosel H. Hyde and Robert T. Bartley emphatically deny they have been guilty of impropriety or misconduct in office. Commissioners also defended their relationships with industry and made plea for legislation which would ease Commission workload.

Comr. Robert E. Lee will be first witness when hearings resume today (Mon.) at 10 a.m. in Caucus Room of House Office Building. Comr. Frederick W. Ford, originally not scheduled to testify, will appear this week at his own request (for others see page 60).

Comr. Hyde, asked to bring with him Friday records of ch. 10 case, did just that—22 volumes encompassing 5,385 pages of testimony, 5,000 exhibits and 85 depositions. Volumes demonstrate large record which "inevitably results" in comparative tv case because of required FCC procedures, commissioner stated in explaining 14-month lapse between instructions and final decision in Miami case. It is possible, he said, that procedures actually bury facts rather than bring them out.

Rep. Harris termed volumes "a revelation" and said he was glad subcommittee did not undertake to go through "the entire lot." Rep. John Bennett (R-Mich.) said long Commission delay was responsible for much of pressure applied in Miami case and announced plans to introduce legislation to require "prompt" decisions and relieve FCC of cumbersome procedures.

Chief Counsel Robert W. Lishman asked Comr. Hyde if small broadcaster or first time applicant might not be discriminated against as result of entertainment and gifts furnished commissioners by larger groups. Witness replied there is no justification for this theory but that required administrative procedures do hurt smaller applicants without large financial resources.

At close of his testimony, Comr. Hyde hit subcommittee for being "reckless with reputations" and termed misconduct and impropriety charges "a sickening thing." He said "ultimate test of a man's character is the way he discharges his duties. I hope that you will look at my actual record of performance."

Rep. Harris told commissioner "no one doubts in the slightest your integrity and honesty." Chairman also maintained certain commissioners have been guilty of impropriety—without any intentional wrongdoing—through actions developed over period of years. He promised subcommittee will take appropriate steps to correct these improper "patterns."

"My record as a commissioner will stand the closest scrutiny," Comr. Bartley said. He was asked about eight specific trips for which government, NAB or state broadcasters' associations paid per diem and hotel bills. This, he readily admitted and listed nine other trips taken under similar arrangements.

Comr. Bartley said that before 1952 McFarland amendment became law he paid own hotel bills for trips but now considered industry payment form of honorarium, acceptable under amendment. He saw nothing improper in few instances when Mrs. Bartley accompanied him and industry also paid her hotel bill.

On none of trips, he said, had industry paid transportation costs and in one instance when he flew in Petroleum Institute private plane he reimbursed government for ticket already issued. He said he had done nothing in any way which could be considered improper.

Commissioner, as did Comr. Hyde, denied any knowledge of five airline trips reportedly furnished FCC by NBC for September 1956 New York dinner honoring Gen. David Sarnoff. He said $15.95 returned to NBC in April 1956 was for New York trip in January of same year and he did not learn until later network had paid for return trip to Washington.

At no time was he under any pressure concerning Miami grant to National Airlines, Comr. Bartley testified, nor did any party contact him regarding case. He said he had no recollection of discussing case with Sen. Estes Kefauver (D-Tenn.), as stated in letter entered in record several weeks ago.

Barrow Hearings Resume April 8

FCC announced Friday it was postponing resumption of Barrow Report Network hearing from today (Mon.) to April 8. Witnesses due to appear then are multiple owners Meredith Publishing Co., Storer Broadcasting Co. and Westinghouse Broadcasting Co. Following this session, network affiliates committee will be heard April 15, beginning with ABC group. Both hearings will be held in FCC's hearing room, beginning at 10 a.m.

HE'S AVAILABLE

Comr. Robert T. Bartley, before House Legislative Oversight Subcommittee, Friday, made it known that he will be more than receptive to reappointment to FCC. Rep. Joseph P. O'Hara (R-Minn.) had expressed concern over getting qualified persons to accept appointment in future and Chairman Oren Harris said witnesses may not want to comment on this since his appointment expires June 30.

To which, Comr. Bartley replied: "It wouldn't be a good time to leave [FCC]."

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

MORNING AND NIGHT • Pharmacraft Co., Princeton, N. J. understood launching campaign on NBC-TV's *Today* (Mon-Fri., 7-9 a.m.) and *Jack Paar Show* (Mon-Fri., 11:15 p.m.-1 a.m.), using eight one-minute participations on *Today* starting April 9, and 66 on *Paar* starting April 7. Agency: J. Walter Thompson Co., N. Y.

CHRYSLER'S THINKING • Chrysler Corp., Detroit, sponsor of *Climax* on CBS-TV, reportedly is considering cutting back to alternate week or co-sponsorship in order to take on new network series. High officials at Chrysler feel blood-and-thunder type of show should be augmented by less physical impact format to sell additional audiences. Agency: Leo Burnett Co., Chicago.

MOVIE PROMOTION • Allied Artists Productions, Hollywood, placing $17,000 tv-radio spot campaign, April 9-16, in New England, including Yankee Network, to promote new "Macabre" horror film. Campaign will be keyed on $1,000 Lloyd's of London life insurance policy given to each theatre-goer in event of death by fright during film. Donahue & Coe, N. Y., is placing 38-station drive.

RANGERS RIDE AGAIN • Sweets Co. of America (Tootsie Rolls), Hoboken, N. J., has renewed Screen Gems *Tales of the Texas Rangers* currently on ABC-TV (5-5:30 p.m.), for 1958-59 season. No time period or network has been chosen for next season. Agency: Henry Eisen Adv., N. Y.

Miami Ch. 10 Remand Opposed

All parties objected Friday to having U. S. Appeals Court send back to FCC controversial Miami ch. 10 case—as requested by Commission earlier this month [GOVERNMENT, March 17]. National Airlines, winner of coveted ch. 10 in Miami, said only court can decide legal issues involved. Eastern Airlines, which tried to intervene in FCC proceeding but was denied status, said it would approve remand only if court ordered Commission to permit Eastern to be party, and WKAT Inc., loser of hotly contested vhf channel said it opposed remand unless court ordered FCC to reverse decision. WKAT also asked that court order appointment of receiver for ch. 10 WPST-TV pending outcome of litigation. Commission asked court to remand case before argument because of information brought out during Oversight committee, resulting in resignation of Comr. R. A. Mack.

at deadline

CBS' Meighan, Ampex Planning Videotape Commercial Companies

Formation of two companies to specialize in production of tv commercials on videotape being announced jointly today (Mon.) by Howard S. Meighan, resigning 23-year association with CBS to launch new service, and Ampex Corp., producer of videotape and other magnetic recording equipment.

Mr. Meighan will be president and majority stockholder (55%) of Videotape Productions of New York Inc., which he hopes to activate in about two months, and also president and principal owner of Videotape Productions of California Inc., slated to commence operations little later. Third company, Videotape Midwest Inc., also is planned, to be headed and controlled by Mr. Meighan. Ampex is financing all three, will have 45% of New York organization and may also acquire interests in others. In addition to tv production work, Mr. Meighan will serve as special consultant to Ampex.

Mr. Meighan said he hoped to open New York operations as soon as he worked out studio arrangements; that he realized union jurisdictional problems in use of videotape were complicated but that he thought he had them "in good shape"; that he had "indications of some pretty good support" from advertisers and agencies; and that he was "in the market" for good general managers for New York and Hollywood operations. Both California corporations will headquarter in Hollywood.

Mr. Meighan emphasized economy and speed of taping as distinguished from filming commercials; stressed that problems in editing of videotape have been solved completely (although videotape equipment owners do not yet have editing equipment, he said); said about 100 Ampex videotape recorders are now in use at networks and stations and estimated station orders were arriving at rate of about one per day; reported his production work would be in black-and-white to start and that at first he would concentrate on commercials, implication being that he expected to expand later into program production.

Mr. Meighan was a CBS-TV vice president, based in Hollywood, at time of his resignation, which was effective over past weekend. He joined CBS in 1934. Authorities indicated no replacement would be named for him.

Mutual Advisory Committee Lauds Network News Policy

Members of Mutual Affiliates Advisory Committee, meeting Friday in Washington, praised network's news-music-special events programming and commended network management for policies effective since last summer. Network officials assured members there were no plans to sell network. George C. Hatch, KALL Salt Lake City, was resolutions chairman.

Victor C. Diehm, WAZL Hazleton, Pa., elected MAAC chairman. He had served previous term in 1953 and succeeds Willard Deason, KVET Austin, Tex. Carter Peterson, WCCP Savannah, Ga., elected vice chairman and Mike Layman, WSFC Somerset, Ky., secretary. MAAC members and MBS officials held Friday evening reception at Sheraton Park hotel for congressmen and senators from 10 states.

Representing network were George Vogel, executive vice president; Robert Hurleigh, Washington vice president; Hal Wagner, program vice president; Roy Roberts, treasurer; Charles King, station relations director; Jack Irish, assistant director of station relations; Hal Gold, director of press relations; Frank Erwin, director of cooperative programming; Robert Marcato, national sales manager; Robert Novak, program executive, and Charles W. Godwin, station relations.

Salant, Sherbow, Bartell Plan Reports to Ohio Broadcasters

CBS Vice President Richard S. Salant, Judge Joseph Sherbow of Baltimore and Gerald Bartell, head of Bartell Stations, join growing list of speakers for the Ohio Assn. of Broadcasters' April 11 meeting in Cleveland (early story, page 77).

Gordon Davis (KYW Cleveland), convention chairman, Friday said that Mr. Salant will be luncheon speaker, outlining current Washington developments affecting broadcasters, including Network Study Report. Judge Sherbow, who fought Baltimore's advertising tax and was architect for subsequent Maryland legislation banning such levies, will report on that situation. Mr. Bartell will discuss "Tomorrow's Radio."

Due to current applicability of issues to be covered, OAB plans news rooms to feed bulletins and reports to stations, newspapers and others, and is offering use of recording and like facilities. Even greater interest prompted by Cleveland court ruling Thursday restricting court coverage and reports that ad tax germ may infect Canton, Ohio.

BELLS TO RING EVERYWHERE

Advertising Council Friday decided Midcontinent Broadcasting Co.'s "Bellringer" project that bulletins positive news about America's economy to public (early story, page 85), would be incorporated into Council's anti-recession campaign. Description of Midcontinent's effort plus miniature bells will be sent radio stations. Anti-recession campaign probably will start in early May, but it's hoped radio portion can get underway before then.

PEOPLE

CLYDE R. SPITZNER, member of board and commercial manager of WIP Philadelphia since 1950, joins WFIL that city in radio sales and executive capacity.

WILLIAM R. MATTHEWS, executive assistant to media director and **EVERETT ERNICH,** associate media director, Young & Rubicam, N. Y., elected vice presidents.

Sold: KEAP Fresno, Calif.

Sale of KEAP Fresno, Calif., for $150,000 by B. L. Golden to Los Angeles group headed by Herb Edelman, account executive at KDAY Santa Monica, Calif., announced Friday subject to FCC approval. Associated with Mr. Edelman are Howard Tullis, president of Tullis Co., Los Angeles agency; Mortimer Hall, president of KLAC Los Angeles, and Morton Sidley, KLAC sales manager. Broker: Wilton Gunzendorfer. KEAP operates 500 w daytime, 980 kc.

Barter Broker Bankrupt

Television Clearing House Inc., New York, which has been bartering time to stations for merchandise, filed petition for bankruptcy in U. S. District Court for Southern District of New York. Petition placed liabilities at $214,275 and assets at $6,754, exclusive of undetermined claims. TCH began operations about two years ago, serving as "middleman" between stations that wanted merchandise for promotion and prizes and overstocked manufacturers [ADVERTISERS & AGENCIES, July 15].

. . . But Another Pops Up

New tv barter firm, Tele-Goods Inc., getting up steam in New York at 152 West 42nd St., temporarily out of office of Kurt A. Baer & Co., export-import firm and "purchasing agents." Tele-Goods, according to Kurt A. Baer, is soliciting tv stations with Parker liquid pencil deal ($3.95 list) for 85 cents cash and $1 time credit per pencil. Barter firm accumulates time credits, then sells them to national or local advertisers. "I don't want the cream, only B or C time," Mr. Baer said, explaining he is strictly "behind the scenes" and has no connection financially or as officer with Tele-Goods. He said Harry Mandel is president of newly-incorporated Tele-Goods. Mr. Baer would not disclose his source of Parker product, explaining "there are a million ways" to obtain such merchandise today. He said "I can sell products below manufacturers' costs and make a profit."

KBTX-TV to CBS-TV

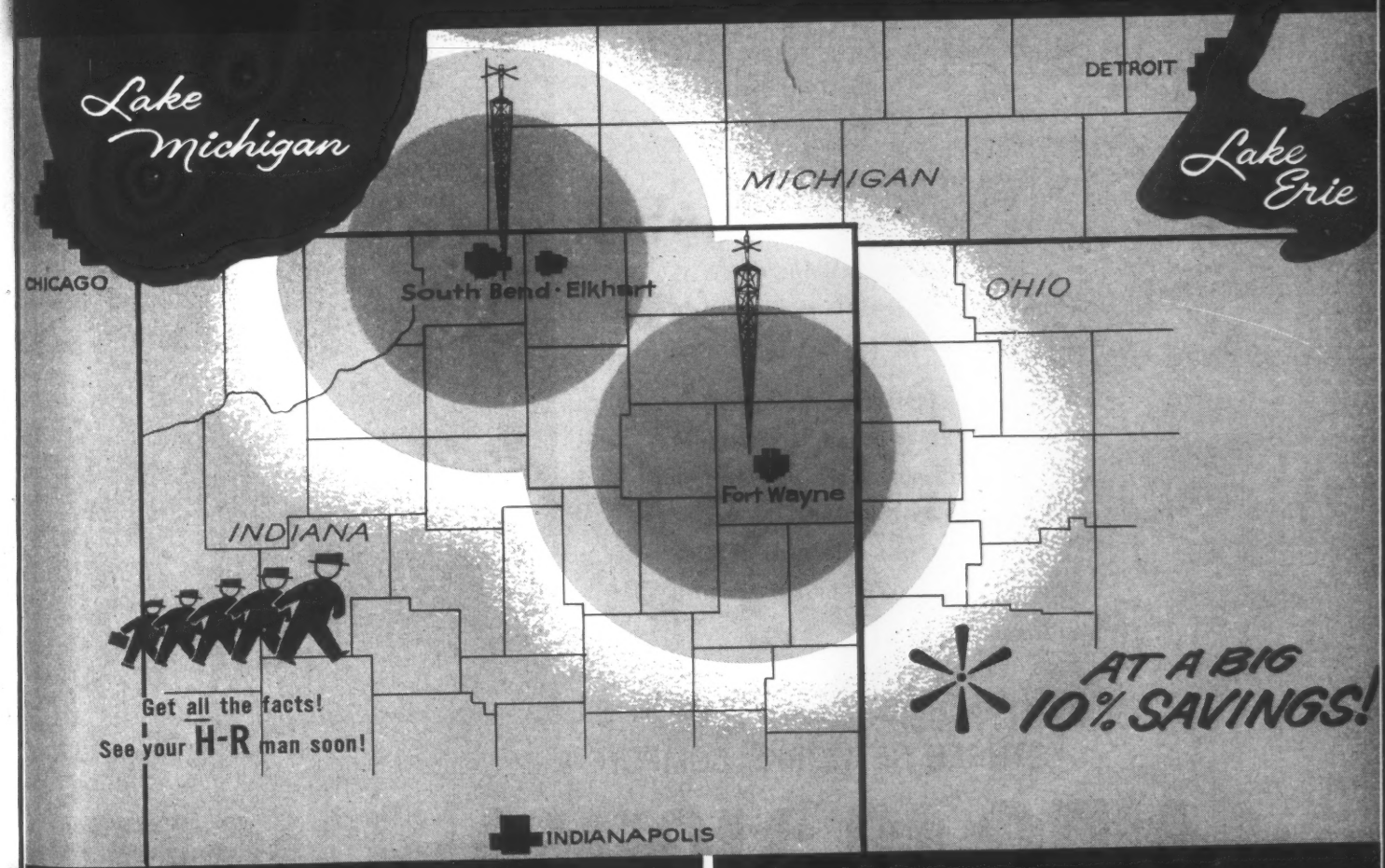
KBTX-TV Bryan, Tex. (ch. 3) will join CBS-TV as interconnected affiliate under Expended Market Plan today. (Mon.), network said Friday. KBTX-TV is owned by Brazos Broadcasting Co., with M. N. (Buddy) Bostic as general manager of station.

KRIG Joining NBC Radio

KRIG Odessa, Tex., joins NBC Radio effective April 1 as network's 191st affiliate. KRIG owned and operated by Radio Odessa Inc., operates with 1 kw on 1410 kc. Carl S. Goodwin is president-general manager.

NOW ONE BUY

delivers the South Bend - Elkhart and Fort Wayne markets

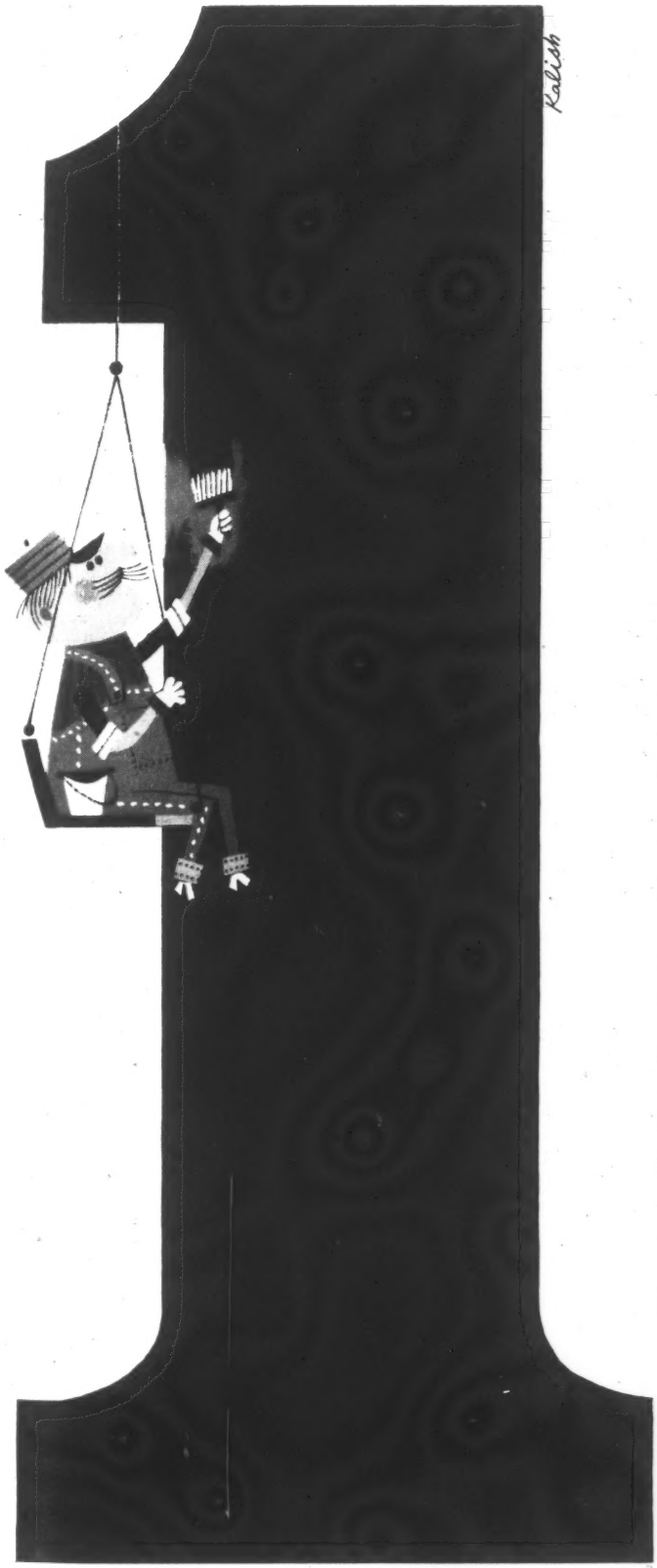


wsjv 28
SOUTH BEND ELKHART

wkjg 33
FORT WAYNE

IN THOSE MARKETS WHERE THE
THREE NETWORKS COMPETE DIRECTLY

NBC IS NOW NUMBER



At the peak of the current season, and during those hours when most Americans are watching television, the competitive superiority of NBC programs has been decisively confirmed. Both Trendex* and Nielsen Multi-Network Area† reports, which measure program popularity in major markets where the three networks directly compete, establish that NBC's nighttime programs are now Number 1 in viewer preference.

*The March Trendex report, for example, reveals that NBC leads the second network by 10% and the third network by 37%.**

*In terms of half-hour nighttime wins, NBC captures 18, while the second network leads in 14 and the third network in 10.**

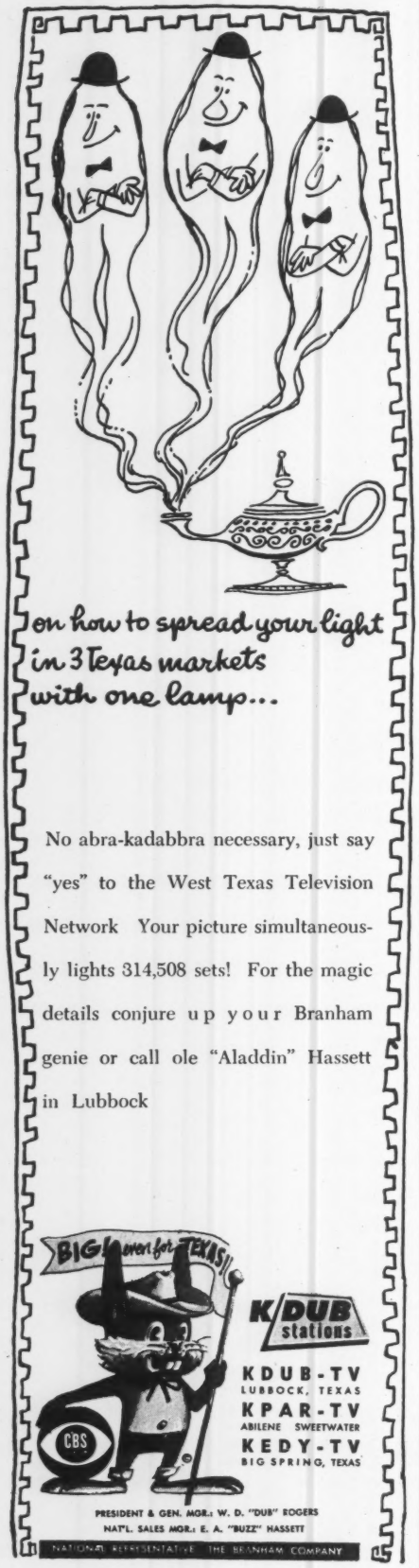
In just one year, NBC has increased its nighttime audience by 22%, while the second network has declined 18%.* This represents the greatest one-year audience shift in television's first decade and provides dramatic confirmation that

the most popular programs in all television are on the

NBC TELEVISION NETWORK

AT NIGHT

**March Trendex, Sun-Sat 7:30-10:30 PM*
†*Nielsen Multi-Network Area Report, Feb. I '58*


on how to spread your light
in 3 Texas markets
with one lamp...
No abra-kadabbra necessary, just say "yes" to the West Texas Television Network Your picture simultaneously lights 314,508 sets! For the magic details conjure up your Branham genie or call ole "Aladdin" Hassett in Lubbock
BIG Haven for TEXAS
K/DUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
CBS
PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS
NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT
NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

OPEN MIKE

Perspective: '58

EDITOR:

The article "Selling Ourselves Out of a Slump" [PERSPECTIVE '58, special issue, Feb. 24] is a very interesting treatment of material supplied by the senior economist of an advertising agency [Arno Johnson, vice president and senior economist of J. Walter Thompson Co.] which happens to number Johns-Manville among its clients.

Howard W. Allen
V. P. & Director of Public Relations
Johns-Manville Corp.
New York

Sales Slip

EDITOR:

All of our salesmen must have had a vacation last week without even knowing it, according to BROADCASTING. AAP enjoyed its usual fine week's sales results, which you attributed to Warner Bros. itself [FILM, March 24]. Tut! Tut! AAP has been selling Warner Bros. for lo these two years and the above $40 million in sales we have achieved has been due to the efforts of our own staff.

Jay Smolin
Director of Advertising
Associated Artists Productions
New York

Thompson's Ratings ABCs

EDITOR:

Is it possible for us to obtain reprints of the article entitled "Taking the Mystery Out of Ratings" by the J. Walter Thompson Co. [ADVERTISERS & AGENCIES, March 10]? We would like to distribute these reprints among local advertising agencies and others with an interest in this subject.

If reprints are available, please let me know the price for 300 so that I may send you a purchase order.

R. D. Irving
Promotion Manager
KRON-TV San Francisco

[EDITOR'S NOTE: Reprints of "Taking the Mystery Out of Ratings" are available at $15 per hundred.]

Super-Power Am Outlets?

EDITOR:

The brazen presumptuousness on the part of some manufacturers now building superpower (750 kw) am transmitters makes one wonder if the monopoly groups don't have a much greater strangle hold on the FCC than the current scandal would indicate.

Jack Evap
Santa Monica, Calif.

That Missing Mailbag

EDITOR:

Appreciate article [PROGRAMS & PROMOTIONS, March 17] but regret bad reporting on part of someone. WOWO gold record day produced over 30,000 requests for records instead of the 2,500 your article states.

Hilda C. Woehrmeyer
Promotion Manager
WOWO Fort Wayne, Ind.

IN PUBLIC INTEREST

HAPPY SWITCH • WBZ-TV Boston's news department and a cab driver combined efforts to return three lost little boys to their home. The missing children left for school in the morning but never arrived. An afternoon neighborhood search failed to find them; the police were notified and the WBZ-TV news director was asked to show their pictures on the 6:45 p.m. newscast. A cab driver was delivering the pictures from the boys' home to the studios when he spotted the trio trudging along a boulevard in Dorchester. The driver contacted the studio via the cab's intercom system and then drove the boys home where a WBZ-TV cameraman recorded the reunion to be shown on the newscast.

NAVAL CAMPAIGN • WSFA-TV Montgomery, Ala., received a certificate of appreciation from the U. S. Navy Recruiting Service for recognition of its on-the-air promotion in recruiting of a 75-man "Heart of Dixie" company. The WSFA-TV promotion and public service department scheduled 67 announcements in less than a month. Minute-length spot announcements were sound-on-film of a local Navy recruiter made with station equipment. Shorter announcements were slides with copy read by station personnel. The station contributed approximately $3,000 worth of time and talent.

SPURS SEARCH • WQAM Miami has offered $1,000 reward for information leading to the arrest and conviction of the persons responsible for the March 16 bombing of a Miami synogogue. The dynamite blast caused $30,000 in damage to the religious structure. Listeners have been invited to telephone information they may have to the WQAM news department.

LADIES' DAY • WICC Bridgeport, Conn., appealed to housewives to give blood for the Red Cross in an all-day event called "My Fair Lady Day." A total of 560 pints of blood was collected. WICC operations originated all day from collection headquarters where Charlton Heston, Jackie Robinson, Mayor Samuel J. Tedesco and the donors were interviewed.

DONOR DAY • WHTN-TV Huntington, W. Va., conducted a special six-hour "Channel 13 Blood Donor Day" that provided the Red Cross with 144 pints of blood. The donor drive was held in the WHTN-TV studios in cooperation with the Lions Club and the local Red Cross chapter.

GUEST HOME • KTRE-TV Lufkin, Tex., offered a temporary home to the Texas Department of Public Safety's East Texas radio station after a tornado destroyed that facility March 5. The station was relocated at KTRE-TV and all patrol cars of the department were in radio contact again less than 24 hours after the storm struck. The antenna was mounted atop the KTRE-TV tower and work space was provided in the studios for the dispatcher until the department's new station is completed.

In the Syracuse Market

WSYR-TV Covers

70,000 More TV Homes Than Its Major Competitor

This striking margin of coverage superiority, delivered by WSYR-TV *alone,* makes this station far and away the most effective and economical buy in a market where buying power exceeds $2½ billion annually.

... and That's Before Counting the Big Bonus ... WSYE-TV, Elmira N. Y.

When you buy WSYR-TV, you also get its power-packed satellite, WSYE-TV, delivering big plus coverage of the Elmira-Corning area—*a complete additional market at no additional cost!*

... and, incidentally, if ratings fascinate you:—The February ARB report for Syracuse gives **WSYR-TV 53.8% of total weekly audience; 67.3% from noon to 6 P.M. Mon.-Fri.; 50.4% from 6 P.M. to 10 P.M. Mon.-Fri.; 74% from sign-on to 6 P.M. Sundays; 59.6% from 6 P.M. to 10 P.M. Sundays.**

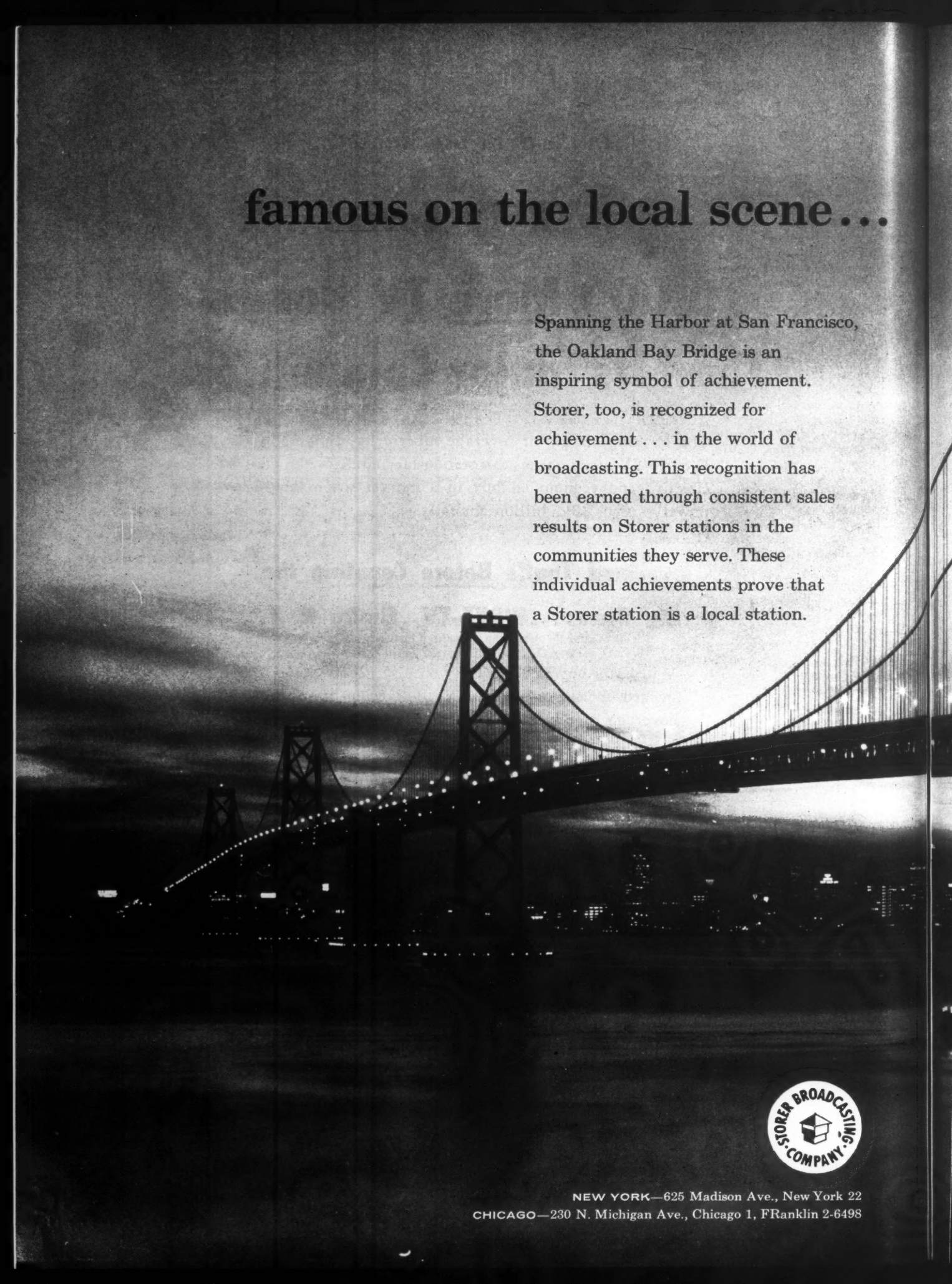
Get the Full Story from HARRINGTON, RIGHTER & PARSONS

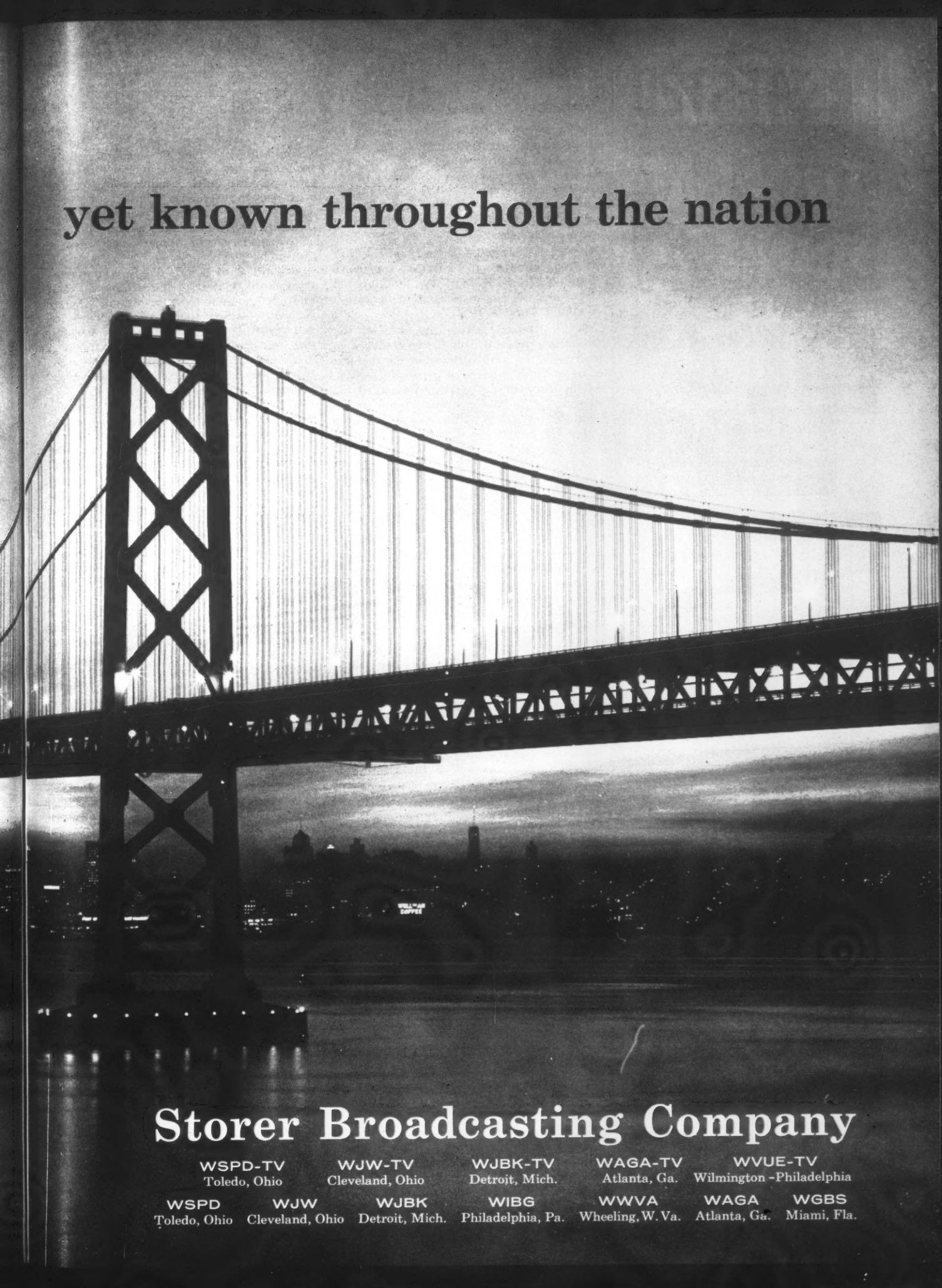
NBC Affiliate

WSYR • TV

Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N. Y.


famous on the local scene...
Spanning the Harbor at San Francisco, the Oakland Bay Bridge is an inspiring symbol of achievement. Storer, too, is recognized for achievement . . . in the world of broadcasting. This recognition has been earned through consistent sales results on Storer stations in the communities they serve. These individual achievements prove that a Storer station is a local station.
STORER BROADCASTING COMPANY
NEW YORK—625 Madison Ave., New York 22
CHICAGO—230 N. Michigan Ave., Chicago 1, FRanklin 2-6498


yet known throughout the nation
Storer Broadcasting Company
WSPD-TV
Toledo, Ohio
WJW-TV
Cleveland, Ohio
WJBK-TV
Detroit, Mich.
WAGA-TV
Atlanta, Ga.
WVUE-TV
Wilmington-Philadelphia
WSPD
Toledo, Ohio
WJW
Cleveland, Ohio
WJBK
Detroit, Mich.
WIBG
Philadelphia, Pa.
WWVA
Wheeling, W. Va.
WAGA
Atlanta, Ga.
WGBS
Miami, Fla.

PRE-TESTED

BRAND-NEW!
FIRST-RUN!

SUCCESS!

Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Motion Picture Feature

Box-office record-breaker in the top motion picture theatres. N. Y. Times—"story superior" —"a box-office natural."

SUCCESS!

Chicago Audience Test

92% of Lake Theatre audience rated "The Adventures of Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

HALLMARK HALL OF FAME

In a tv season full of adaptations of novels, real-life incidents and a plethora of fairy tales, an original drama written expressly for television is a stimulating return to the medium's creativity. Especially when the script is finely-wrought craftsmanship embellished with imaginative production and a stellar cast.

All of which applies to the *Hallmark Hall of Fame* production of James Costigan's "Little Moon of Alban," the first original script done by Hallmark since it became a 90-minute show in 1955.

Set in Ireland during the time of the "troubles"—when British and Irish fought on Irish soil—the script delineated the tensions of those times in terms of personal conflicts. At the same time it delicately handled the struggle of a young woman who sought religion for the wrong reasons, and regained the real meaning of faith through an enemy.

As Brigid Mary Mangan, whose father and brother and lover were killed in the struggle, Julie Harris was magnificent. Whether rejecting God in a dramatic snuffing out of votary candles with her bare hands, or fighting for her faith in a fine show of Irish temper with a British soldier who denies that same God, Miss Harris gave her whole self to an absorbing characterization. As the skeptical British soldier, Christopher Plummer's thrusting vitality was just the right foil to Miss Harris' more sensitive role. Each member of the cast offered this sense of rightness to the program.

The production itself framed the drama creatively. The blacks and whites and greys of the sparse settings, the minor key of Irish folksongs interspersed throughout the hour and a half all buttressed the mood and tone of the drama.

Certainly writer Costigan was given all the advantages—meticulous production, top-notch cast. But it has been seen that even these elements can leave television high and dry when a writer (or writers) goes aground on the island of nothing-to-say. Mr. Costigan did not.

Production costs: $200,000.
Sponsored by Hallmark Cards through Foote, Cone & Belding, live on NBC-TV Monday, March 24, 9:30-11 p.m.
Executive producer: Mildred Freed Alberg; produced and directed by George Schaefer for Milberg Productions; writer: James Costigan; scenic designer: Warren Clymer.
Cast: Julie Harris, Christopher Plummer, Barry Jones, Frank Conroy, George Peppard.

OSCAR AWARDS

Hollywood honored its greats for 1957 in another television passing parade last Wednesday night. Stretching out for an hour and forty-five minutes, it was a combination marathon (for participants and viewers), Roman circus, and side show: "Step right up and see the stars . . . never before such a galaxy under one roof. . . ."

Production planners obviously were aiming for something between a DeMille crowd scene and the "sincerity" of a small-budget, arty film. While some stars made valiant attempts at describing the meaning of the awards and the work for which they were given, varying shifts of talent rushed up to hand over the statuettes, m.c.'s moved in to continue their stream of patter, the huge orchestra broke into eight bars of fanfare, and often the award winner just got lost in the shuffle.

According to some, this was the most satisfactory telecast of the ceremony. This must be credited to the Motion Picture Academy, which took over responsibility and picked up the whole tab for the first time this year. It's their show, and this is as it should be. The production was more swiftly paced, interspersed with more entertainment.

Yet as far as pure production goes, the Academy could learn a lot from any station that does local programming. With all the creative talent at the Academy's disposal, sets resembled most a large collection of hanging sheets. Sound was poor. Camera work ranged from unimpressive to bad, too often focusing on the stars presenting the awards and catching just an ear or elbow of the winner. Award winners were apparently unaware of overhead mikes, crouched down crab-like to mutter their thanks. Fluffs ranged from an unfortunate mix-up in which the right winners were announced for the wrong category to a technical mixup which brought into your living room an unsung hero on a backstage mike. A good idea for a diversion—showing film clips from movies of the past—was botched by extremely poor clipping and using Donald Duck as narrator.

It is to be hoped that the Academy will continue to sponsor this event, if television continues to be the medium for the Oscar presentations. More planning and work reportedly went into this session under the industry's own banner than any other. Unfortunately the production seemed to have been planned for a much bigger screen than any home living room can offer. And it would only seem fair play, if the industry wants to sell the glamor and excitement of movies through tv, that the m.c.'s refrain from knocking the medium. Bob Hope remarked that the home audience was probably confused; they'd been watching for an hour and "hadn't been sent down to the corner store to buy anything." While there were no commercials *per se*, he might be reminded that viewers were being encouraged to desert their sets for neighborhood movie houses.

Production costs: $600,000.
Sponsored by the Academy of Motion Picture Arts & Sciences through Donahue & Coe on NBC-TV Wednesday, March 26, 10:30-12:15 p.m.
Producer: Alan Handley; director: Jerry Wald; writers: Richard Breen, Melvin Frank, Norman Panama, John Michael Hayes, Harold Kanter, Jack Rose, Mel Shavelson; musical director: Alfred Newman.
M.c.'s: Jimmy Stewart, David Niven, Jack Lemmon, Rosalind Russell, Bob Hope.

WET PAINT IN SHREVEPORT

A "WET PAINT" sign usually means "hands off!" But not this one! It's up there merely to let you know that we're *improving our property* with a brand new RCA 3-V Monochrome and color film camera chain. It permits us to broadcast high definition pictures of the finest quality television presently permits.

It also makes us the FIRST IN SHREVEPORT WITH LOCAL COLOR FILMS AND SLIDES.

Your Raymer Man has the complete information about this and everything else that has made us the *colorful, copied* TV station in Shreveport. Make *your* impression on this rich market.....*in color!*

KSLA TV

basic CBS *channel* **12** *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

Weather and season may speed or retard the tourist trade, but nothing checks the headlong pace of Florida's economic growth. In the past ten years the Jacksonville area has registered these bellwether increases: 136% more phones, 132% more autos, 116% greater port tonnage, 190% greater electric power production.

There's more to Florida...and to WMBR-TV!

By any standard, WMBR-TV is still far and away the dominant sales vehicle for the Jacksonville area. Choice adjacencies? The ARB area report shows that the top 45 programs, local or network, are all on WMBR-TV. Share of audience? WMBR-TV commands a total inside-outside area lead of 131%—an average 69.9% share to the competition's 30.3%. Even inside the metropolitan area where theoretically stations are on an equal footing, WMBR-TV has a fat 72% lead. Quarter-hour wins? WMBR-TV is first in 407 out of 470 weekly quarter-hours. Without a doubt, there's much more to...

WMBR-TV Channel 4, Jacksonville
An Affiliate of the CBS Television Network
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

Source: ARB, November 1957: total homes reached.

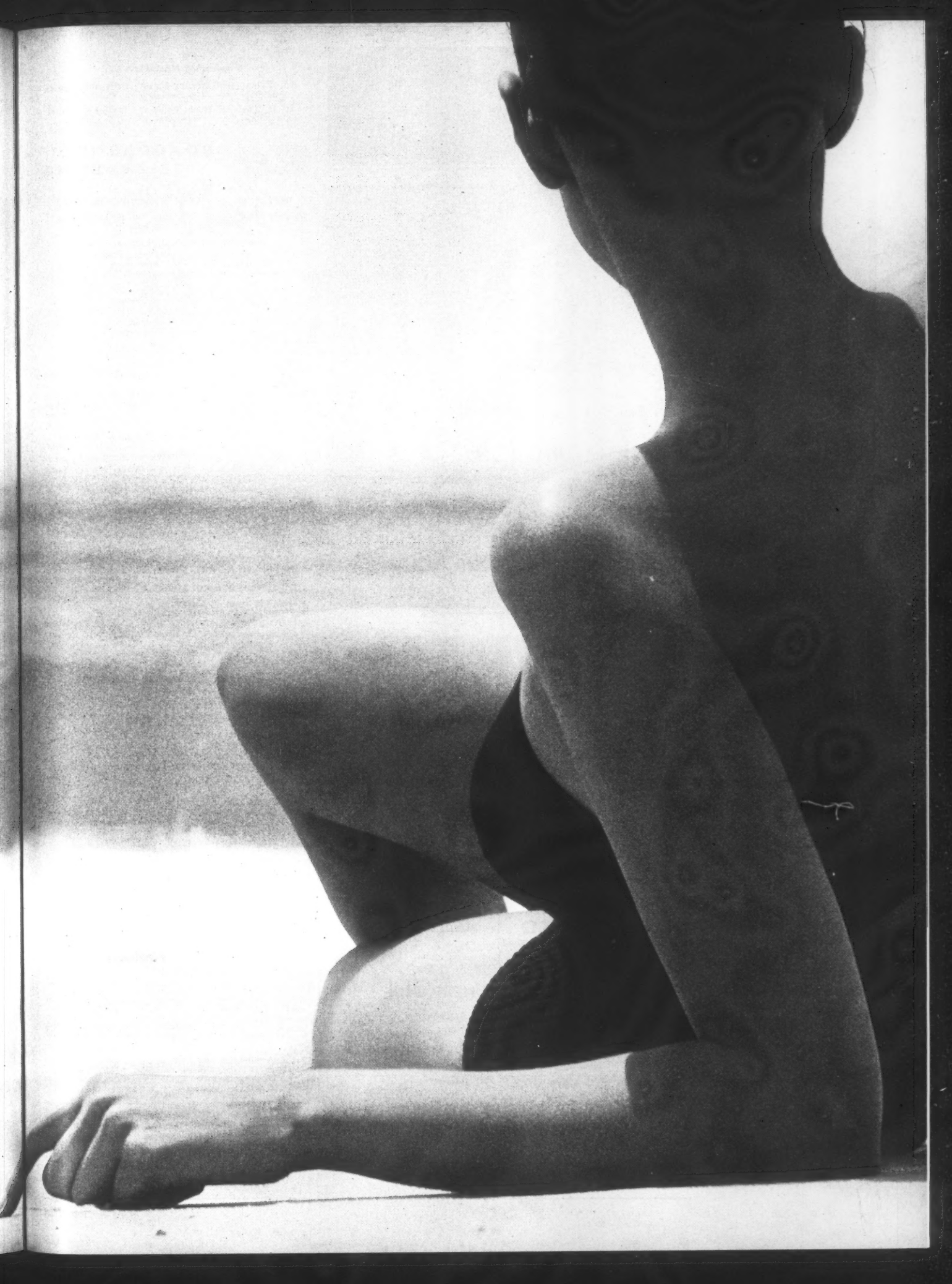


Photo Courtesy Jones Precision Photo at Hialeah Race Course

IT'S A HAPPY DILEMMA WHEN YOU'VE GOT MONEY ON BOTH HORSES. DON'T TAKE YOUR PICK— TAKE BOTH!

BOTH

WVOK - WBAM

BIRMINGHAM	MONTGOMERY
Both 1st in audience	latest Pulse
Both 1st in coverage	latest Nielsen
Both 1st in power	each 50,000 watts

Call Collect: Ira Leslie - WVOK-WBAM National Sales - Birmingham STate 7-2601 or Radio-TV Representatives - New York, Chicago, Beverly Hills, San Francisco, Boston, Seattle.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

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*Reg. U. S. Patent Office

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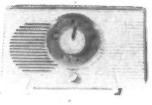
the cold facts about WXLW RADIO the hottest buy in Indianapolis



During 1957, WXLW's national business increased 275%

. . . thanks to 44 of the nation's leading advertising agencies who took advantage of WXLW's sizeable lead in share-of-audience (PULSE-April, 1957), to reach a vast, captive market of product-hungry Hoosiers. And for this vote of confidence, WXLW is indeed grateful.

Unique programming delivers the majority of the ADULT audience

. . . more of the people who actually do the buying. WXLW's exclusive music-and-news format—a combination of pleasant music, popular air personalities, and live, on the spot news broadcasts—captures and sells the adult age group.

PULSE again reveals WXLW is the most preferred station in Indianapolis

. . . with a 22% share-of-audience! Here is conclusive proof in black-and-white, that WXLW's exclusive music-and-news format has further strengthened its hold on first place in popularity! So, if you're looking for the hottest buy in Indianapolis radio, let the facts speak for themselves . . . and they'll say WXLW, time after time!

SHARE OF AUDIENCE			
INDIANAPOLIS METROPOLITAN AREA—NOVEMBER 1957			
Sun. thru Sat.	6 A.M.-12 Noon	12 Noon-4 P.M.	6 A.M.-4 P.M.
WXLW	23	21	22
Sta. B	19	19	19
Sta. C	17	17	17
Sta. D	16	17	17
Sta. E	12	12	12
Sta. F	9	11	10
H.U.R.*	20.4	24.0	21.8

* Homes using radio

Rating Source: The Pulse, Inc.

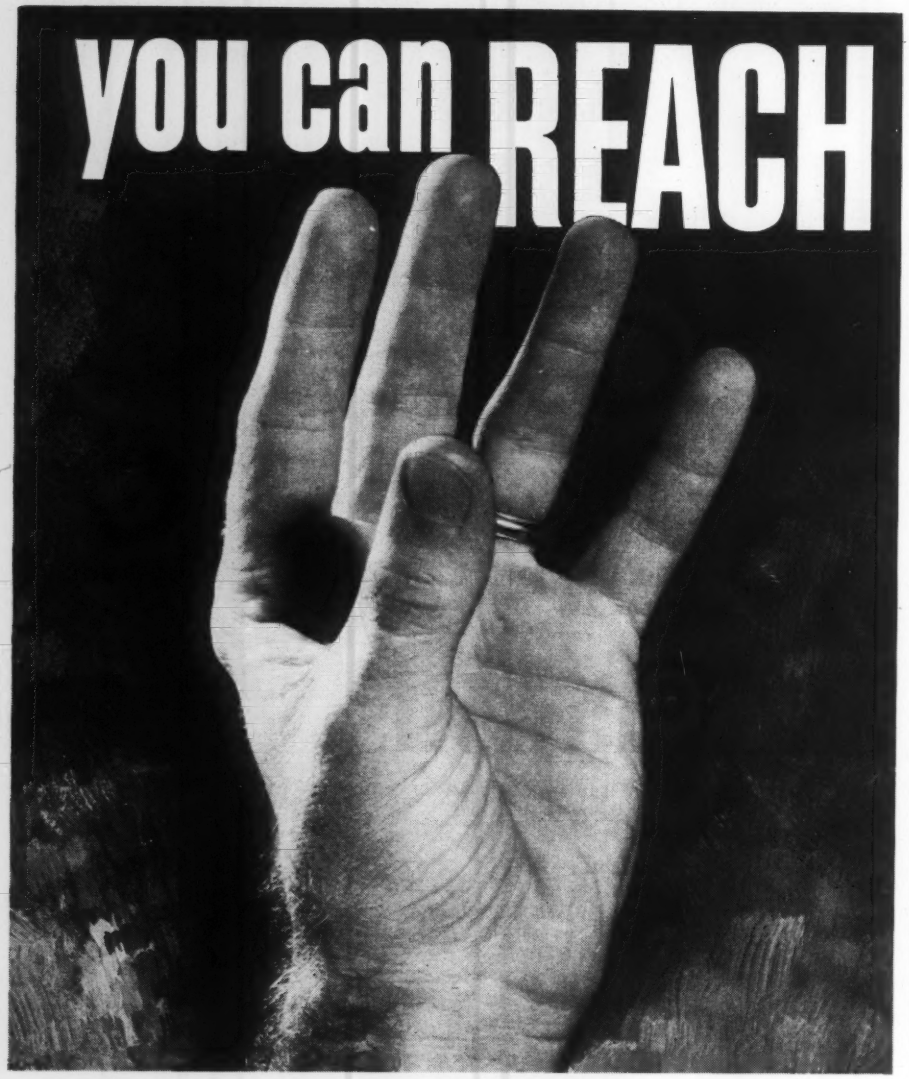
950
ON YOUR DIAL

WXLW

INDIANAPOLIS
5,000 WATTS DAYTIME

Indiana's FINEST approach to HIGH FIDELITY sound!

CONTACT YOUR NEAREST JOHN E. PEARSON REPRESENTATIVE



233,310 TV HOMES*

JACKSON, MISSISSIPPI

*Television Magazine

Here's a sales-lively market rich in growth factors. Buying power up 40% since 1950 and retail sales up a whopping 125% in ten years. Indeed, the effective buying income per family in our Jackson market area is $5,735.00.** Only the two great TV stations in Mississippi's capital city reach this market. Need more urging? Call Hollingbery or Katz for a file of facts.

**Sales Management 1957 Survey of Buying Power

MISSISSIPPI IS SOLD ON TELEVISION

WLBT CHANNEL 3 HOLLINGBERY

WJTV CHANNEL 12 KATZ

UPCOMING

March 31-April 2: American Institute of Electrical Engineers, southwest district meeting, Mayo Hotel, Tulsa.

April

April 1: American Society of Composers, Authors & Publishers, 44th annual membership dinner, Waldorf-Astoria, New York.

April 4: Virginia AP Broadcasters, National Press Club, Washington.

April 10-12: 10th Southwestern Institute of Radio Engineers, conference & electronic show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 10-12: Alabama Broadcasters Assn., Mobile.

April 11: Conference on Enlightened Public Opinion, Boston U.

April 11: Pennsylvania AP Broadcasters Assn., John Bartram Hotel, Philadelphia.

April 11: Ohio Broadcasters Assn., Hotel Carter, Cleveland.

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 16: UP Broadcasters of New Hampshire, Concord.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 18-19: New Mexico Broadcasters Assn., El Rancho Hotel, Gallup.

April 18-19: Spring Technical Conference on Tv and Transistors, Engineering Society of Cincinnati Building, 1349 E. McMillan St., Cincinnati.

April 19-20: Oklahoma AP Broadcasters, Western Hills Lodge, Wagoner.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-26: AAAA, annual meeting, Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, ourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 25-26: Mutual Advertising Agency Network, Bismarck Hotel, Chicago.

April 26: UP Broadcasters Assn. of Connecticut, Hotel Burritt, New Britain.

April 27-May 1: NAB 36th annual convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 2: Missouri Broadcasters Assn., U. of Missouri, Columbia.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Tv Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 9: Radio Tv Guild Industry conferences and banquet, San Francisco State College, San Francisco.

May 10: California AP Tv-Radio Assn., annual meeting, El Mirador Hotel, Sacramento.

May 10: UP Broadcasters of Illinois, Allerton State Park, Monticello.

May 11-14: Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal, Que.

May 15-16: North Carolina Broadcasters Assn., Southern Pines.

May 15-16: Nebraska Broadcasters Assn., Scottsbluff.

May 19-21: National Retail Merchants Assn.'s sales promotion division, national convention, Palmer House, Chicago.

May 21-23: Pennsylvania Broadcasters Assn., Galen Hall, Wernersville.

May 26-28: American Management Assn., annual packaging conference, Hotel Statler, New York.

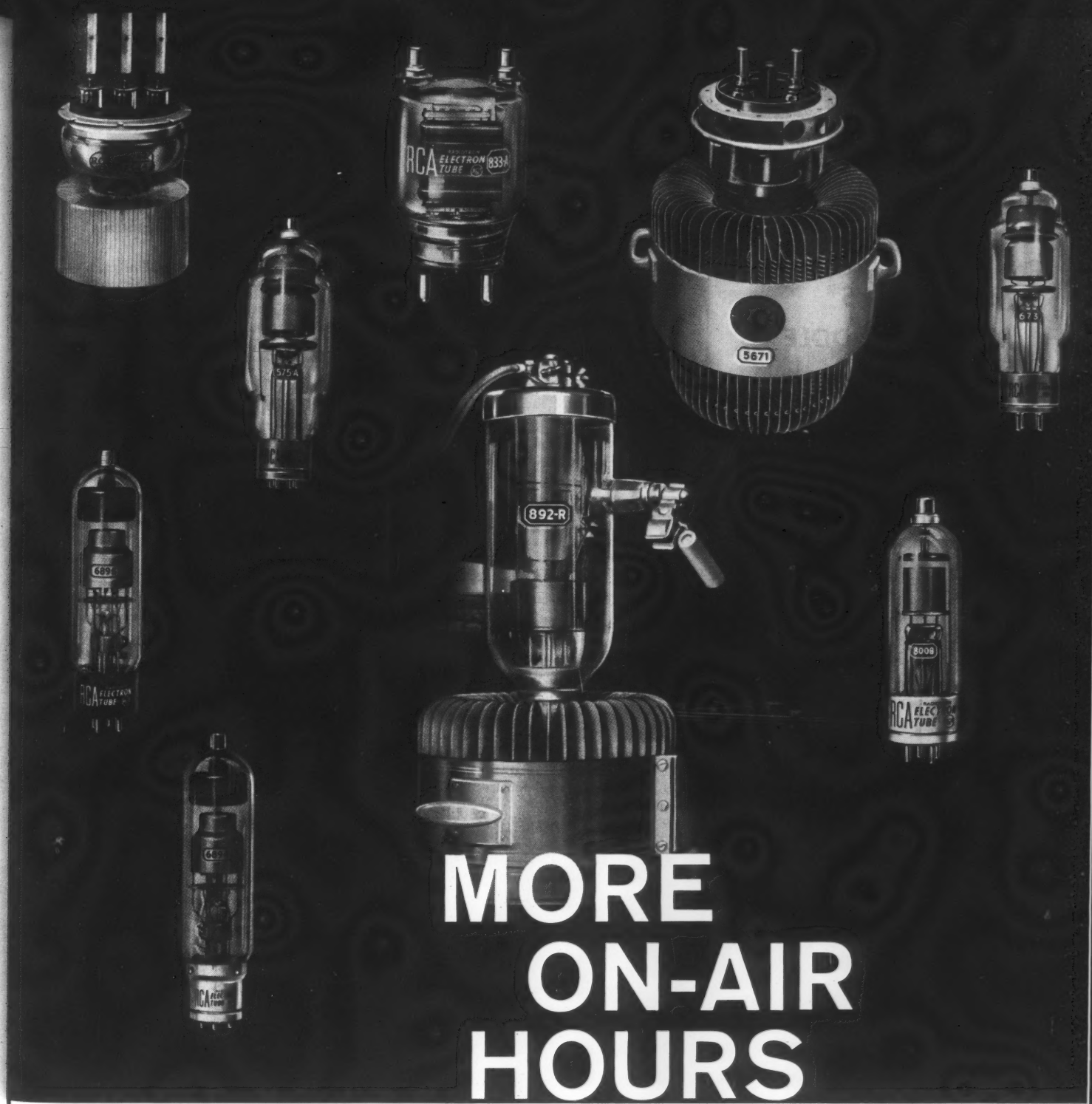
May 26-30: National Packaging Exposition, New York Coliseum, New York.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 4-6: Armed Forces, Communications and Electronics Assn. Exhibit Sheraton Park Hotel, Washington, D. C.

June 5-7: Western Assn. of Broadcasters, Banff Springs, Hotel Banff, Alta.



MORE ON-AIR HOURS

per tube dollar

Respected by station engineers for sustained endurance in 'round-the-clock operation, RCA Tubes are paying handsome dividends in long-term power delivery and low cost per hour of operation. No finer tubes are made for broadcast service.

Your RCA Industrial Tube Distributor handles all RCA radio broadcast tube types. And he is set up to give prompt service at a moment's notice. Call him.

RADIO CORPORATION of AMERICA

Electron Tube Division — **Harrison, N. J.**

WILS

the key station in

MICHIGAN'S*
MIGHTY MIDDLE
MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Venard,
Rintoul & McConnell, Inc.

* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

OUR RESPECTS

to Frank Silvernail

"IT'D be about as easy for me to think of the industry without commercials as without Frank Silvernail."

The words were those of a veteran station man at a recent regional meeting. The sentiment has been echoed at meetings for the past ten years—or since Frank Silvernail, retiring manager of station relations at BBDO, New York, became an institution in the business.

"I won't say broadcasting won't survive his leaving," one of his colleagues said upon learning of the retirement, "but I sure hate having to find out."

After a career in broadcasting that began 33 years ago, Frank Silvernail departs radio and television this week in the vigor of life with a legacy of respect and affection rare in any field of activity.

"He's an aristocrat of the heart," a friend once observed.

He was also for several years chairman of the Standing Committee on Broadcast Media of American Assn. of Advertising Agencies, a member of AAAA's Media Relations Committee, president of the New York Chapter of Broadcast Pioneers and vice president of the national body.

It has been estimated conservatively that he has placed more than $25 million worth of station time in his career.

A champion of radio in its darkest days and a prophet in retrospect, he told a group in 1955: "Radio is a greater potential medium than ever before. . . . No good, solid, well-established advertising medium has ever been killed by a newer one. . . ."

Mr. Silvernail, born in Rochester, N. Y., and a graduate of Rochester U., came to radio after combat duty in World War I and while holding down a job in New York City as eastern sales promotion manager of General Outdoor Advertising.

"I was pretty musical then," he recalls, "and I had a chance to buy a guitar from a fellow for seven dollars, so I grabbed it. Then I met a fellow who played a uke. We were both living at the Y. This fellow knew four Hawaiians, so we all got together as the South Sea Islanders and started doing two shows a week over WEAF. That was in 1925."

In 1926 the National Broadcasting Co. was organized, and four years later, his musical phase at an end, Mr. Silvernail joined the network as merchandising counsel in the sales promotion department.

AFTER establishing himself in radio, he left for several years to work for J. C. Penney Co., returning to the broadcast business in 1938 as a timebuyer at Pedlar & Ryan. Later he went to Young & Rubicam in the same capacity and in 1943 arrived at BBDO as head timebuyer. In 1955 he was named manager of station relations. As early as 1944, his abilities received formal recognition in a poll of station representatives that named him "top" among New York timebuyers.

He has handled radio and television campaigns, both network and spot, for almost every type of advertiser ranging from soap to automobiles. The roll of sponsors he has helped service includes the following partial list: American Tobacco Co., Armstrong Cork Co., Bristol-Myers, Consolidated Edison, Continental Can, Cream of Wheat, De Soto Corp., Du Pont, Wildroot Inc., General Baking, General Electric, General Mills, B. F. Goodrich, Hormel Inc., Rexall Drugs, Standard Oil of Indiana, United Fruit and U. S. Steel.

Reluctant to single out any of the largest time purchases of his career, he will only say that a number have been "well over a million dollars."

Carefully sifting his thoughts on the eve of his retirement he observed: "I don't know what the broadcasting industry feels it owes me but I know I owe it a lot more than I can express offhand. It's been more than a business to me; it's been an adventure. The industry group I've been privileged to belong to for more than 20 years is known as the Pioneers and I think the name describes nearly perfectly the feeling I mean. In radio and later in tv, we had to cut our own pathways and chop out our own frontiers. We had to set up rules and establish law, and at the same time we had to build. There weren't many other businesses in our generation that offered the same kind of challenge. There isn't another I'd trade for."

Mr. Silvernail married the former Ruth Drew in 1928. They have one son, John, 28, a geologist. The Silvernails plan to continue to live in Crestwood, N. Y. His hobbies are gardening and photography.

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

DOMINATES

FOR 17 STRAIGHT MONTHS

THE LATEST JANUARY PULSE PROVES IT AGAIN!

STATION		SHARE OF AUDIENCE
WTVR Mon.-Fri.: 3 PM-12 Mid.	=	**43.8**
STATION "B" Mon.-Fri.: 3 PM-12 Mid.	=	30.5
STATION "C" Mon.-Fri.: 3 PM-12 Mid.	=	27.0

AND WTVR HAS 7 OUT OF THE 15 TOP WEEKLY PROGRAMS
PLUS 6 OUT OF THE 10 MULTI-WEEKLY PROGRAMS

DOMINANT IN HOMES REACHED

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT
SEE NIELSEN COVERAGE SURVEY #2

DOMINATE IN RESULTS

BY CALLING ANY BLAIR TV ASSOC. OFFICE
OR WILBUR M. HAVENS EL 5-8611
WTVR—RICHMOND, VA.

NOW SHOOTING

STEVE McNALLY *STARS!*

"5 HOURS TO LIVE" . . . The father of a 10-year old boy holds the stolen $100,000. An international criminal holds the serum that can save the boy's life. Will the exchange be made in time to save the boy's life?

SUSPENSE!

CESAR ROMERO *STARS!*

"THE CAVE" . . . A ruthless bandit escapes with a fortune! How long can a man of action hide out without losing his reason?

WESTERN!

PAT O'BRIEN *STARS!*

"NO WAY OUT" . . . A nurse is kidnapped to help a wounded outlaw. Can the law close in before the gang decides she has outlived her usefulness?

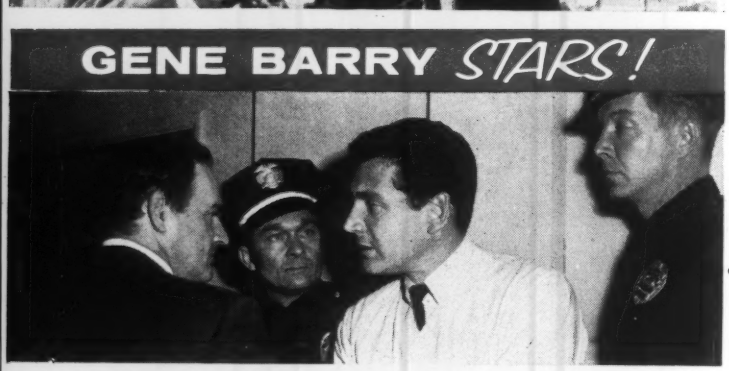
MYSTERY!

DAVID BRIAN *STARS!*

"TATTOO ARTIST" . . . The police find the body of a dead man—dead but very much "alive" with intriguing clues to his murderer. Can police decipher the clues and come to grips with the killer?

LAW ENFORCEMENT!

GENE BARRY *STARS!*



"POLICE DOCTOR" . . . A wounded gunman, rushed to the hospital, wings a police officer and holds him hostage in an examining room. Can the police doctor overpower the gunman and save the officer?

ACTION-ADVENTURE!

G AT ZIV STUDIO!

THE HOT, HOT SHOW OF '58!

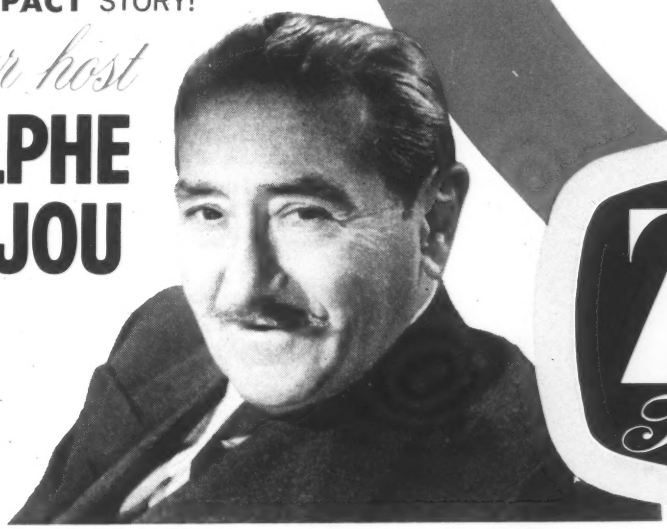
TARGET

ZIV'S NEW, ALL NEW **IMPACT** SERIES!

EVERY WEEK A NEW STAR . . .
A NEW **IMPACT** STORY!

Your host

ADOLPHE MENJOU



ZIV *Television*

"When a man assumes a public trust, he should consider himself public property."—**Thomas Jefferson**

For thirty-six years this Jeffersonian axiom has guided the Jefferson Standard Stations, winning broadcasting leadership and public trust.

Jeffersonian standards for personnel and facilities have culminated in the operation of WBTW. Top rated programs from all three networks, plus influential local personalities, have won the respect of more-than-a-million Carolinians. In turn, viewer loyalty has produced a record of success for WBTW's 121 national advertisers.

Look to broadcast leadership to insure sales leadership. Call WBTW or CBS Television Spot Sales.

WBTW
FLORENCE, S.C.

Channel 8 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 13 MARCH 31, 1958

A NEW RUCKUS OVER RATINGS BEGINS

- **Revlon's Abrams proposes single, uniform audience measurement**
- **He's already tested system as personal project, says it works**
- **First network-agency reactions range from chilly to frigid**

The advertising chief of one of television's biggest customers last week started what is sure to be a new controversy over individual rating services.

The starting gun was fired by George Abrams, vice president and advertising director of Revlon Inc., New York, and also chairman of the Assn. of National Advertisers' Radio-Tv Committee.

Mr. Abrams urged the tv industry—advertisers, agencies and networks—to adopt a single, uniform audience measurement system for which he claims many superior elements. The system he favors is one that he has partly financed personally. Revlon is not involved. His associate in recommending the audience measurement system (a mixture of personal in-home coincidental and telephone coincidental interviews) is Miles A. Wallach, owner of M. A. Wallach Research Inc., New York, who has just tested it in Syracuse, N. Y. Highlights of this study as related by Messrs. Wallach and Abrams—and their interpretation and opinions—appear on pages 32 and 33 in an exclusive interview.

Although results of the survey had not been circulated publicly last week, the initial reaction was stone cold among some highly-placed researchers in agency and network echelons. A timebuyer, present at a panel session in New York Wednesday on which Mr. Abrams and another advertiser spokesman as well as two agency executives appeared (see page 34), was skeptical of the tentatively named "T-PI" (telephone-personal interviews) proposal. This executive said no audience measurement system could be foolproof or workable if it fails to take into consideration the "human element."

Other top researchers were not as mild in their reaction. One termed the proposal "fantastic," another "preposterous" and still a third "impractical."

The Syracuse study was conducted earlier this month—during the week of March 9—using a sample of 10,200 homes, or approximately 10% of all the tv homes in the area. Conducting the actual interviews was a field staff of 58, half that number interviewing by telephone, the other 29 personally interviewing in homes. Three checking periods (Sunday, 4-11 p.m., Tuesday, 5-8:30 p.m. and Thursday, 10 a.m.-6 p.m.) were used.

The results of the 10-10:30 p.m. findings were matched with American Research Bureau ratings for Feb. 9 (also a Sunday). Messrs. Abrams and Wallach contend there are major differences favoring T-PI.

Mr. Abrams estimated that at a cost of $5 million a T-PI survey—underwritten as an all-industry endeavor—could cover the top 53 markets for a single rating week once a month through a full year. The survey would be a regular national service with a two-week time lag for processing. On a twice-a-month basis, the national service could be conducted for an estimated $9 million, Mr. Abrams said, a cost representing less than seven-tenths of 1% of the total 1957 tv revenue.

Mr. Abrams also offered a "radical" plan for financing T-PI: the three major tv networks would apply a rating service cost against program costs "just as today you are charged a fixed amount for cable, or certain facility charges."

Mr. Wallach noted that ARB's director, James W. Seiler, recently related that the bureau had tested personal coincidental but that the system had been thrown out for two reasons: (1) it costs too much and (2) it takes too long. Said Mr. Wallach: the cost factor can be met by the industry, which is in need of an overall service that can provide "the answers," and 10 days or two weeks from survey completion to circulation of results should be adequate.

Jack Gross, manager of ARB's New York office, contended that studies made comparing the diary method with telephone coincidental and personal interviewing showed the correlation to be "extremely high." ARB maintains its diary method is "as good or better" than any other audience measurement in existence or proposed. Mr. Gross said he saw "nothing new" in the proposed T-PI system, that it did not appear feasible because of available budgets of people who must pay the bill for the servicing and that agencies need "frequency" in surveying. A T-PI type of service, he thought, was not needed and ratings with an acceptable degree of statistical accuracy are all that are necessary as a guide in making buying decisions.

It was learned that NBC several years ago had tested privately a similar technique in New York City and concluded it would be too expensive and had too many problems. A. C. Nielsen Co., it was reported, some 10 years ago proposed for radio ratings a network financing plan similar to that suggested by Mr. Abrams. The recommendation then was to add about 2% to programming costs, but the networks turned it down.

Researcher critics of the T-PI proposal doubted that the networks would even consider adding costs to programming at a time when the price structure is already receiving exceptionally close scrutiny by advertisers. They questioned also the value of huge sampling that necessarily would move across a wide range in a given program hour (Nielsen, it was noted, records minute-by-minute tuning.)

Said one executive: "I know of no great value in such a service. I find it difficult to believe that the industry would want to spend $5 million or even $1 million on a service of this type." The skeptics emphasized that it is necessary to define closely what a sampling represents, that such sampling demands a very skilled and "fine" technique and one that prohibits any "lost motion or attrition."

Nevertheless, the proposed T-PI plan appears destined to receive additional attention. Said Mr. Abrams: He will present the Syracuse test study before the ANA, the Advertising Research Foundation, the American Assn. of Advertising Agencies and all three tv networks, in search of acceptance and eventual action. This will be started in about two weeks when the full report on the Syracuse study is completed.

What Abrams found in the Syracuse test
What New York panel said about ratings

What happened in the Syracuse rating test

GEORGE ABRAMS, vice president and advertising director of Revlon Inc. and chairman of the Assn. of National Advertisers Radio-Tv Committee, explained his proposal for a single rating service in an exclusive recorded interview with BROADCASTING editors last week. With Mr. Abrams was Miles A. Wallach, head of M. A. Wallach Research Inc., a company which conducted a test survey, of the kind which Mr. Abrams proposes, in Syracuse, N. Y.

Here, slightly condensed, is the transcript of the interview. Most of the answers were given by Mr. Abrams. Some of those dealing with technicalities of the Syracuse survey came from Mr. Wallach.

Mr. Abrams, what is the basic conclusion you draw from your Syracuse study?

I think the answer to that is that we have found that personal interviewing while the program is on the air can be done and can be done inexpensively enough so that you can operate a national rating service by that method.

Will you review what the Syracuse study was, when you did it, how you did it?

It was done the week of March 9, 1958. A sample of 10,200 homes was set up in the city of Syracuse or broadly Onondaga County. This is 10% of all television homes in Syracuse. There were three checking periods used, Sunday, March 9, between 4 and 11 p.m., purposely to determine whether we could do late-night interviewing. The next check was done on Tuesday, March 11, between 5 and 8:30 p.m. to determine whether we could interview during the dinner hour. The third check was done on Thursday, March 13, 10 a.m. to 6 p.m.; in essence this was a daytime check and also a luncheon-hour check to determine whether we could get into the homes while mothers were preparing lunch for their family or doing their household chores. In all three cases we found we could.

Why did you pick Syracuse?

Syracuse for a long time has had the national reputation of being Test City No. 1. It is used by most advertisers as a typical American city. Unfortunately from a television standpoint it has only two major stations. But this was not what we were checking. We were checking methodology. Could we do personal interviews and get the information we wanted, and how did our information compare with other methods of rating services?

How many people did you put in the market to do this job?

We had 58—29 of them doing telephone interviews and 29 doing personal interviews. The next step was that we divided the sample equally, 50% by personal coincidental interview and 50% by telephone coincidental interview. A matched probability sample using U. S. Census data projected to 1957 was also employed so that we had a good sample of homes.

Based on what the Syracuse survey cost you, what do you estimate it would cost to do this same job for a week, once a month, on a national basis?

The answer to that is you could do 80,000 personal interviews per week and 10,000 telephone coincidental interviews in the farm areas in probably 53 major television markets for an annual cost of $5 million.

Could you give us some of the Syracuse findings?

One of the important elements checked was the sets-in-use figure and the rating comparisons by telephone vs. personal interview. In trying to measure this we also took our figures and compared them with the ARB figures for the period of Feb. 9, the preceding month, which was then available. Our experience as both advertising men and research men has shown that during the winter season the sets-in-use figure for established programs—programs that have been on the air for several years—does not vary very much. ARB for the city of Syracuse shows a 67.1% sets-in-use on Sunday night from 10 to 10:30. Our T-PI—Telephone-Personal Interviews—showed 47.2%.

When this is subdivided by telephone and personal interview, this breaks down into a sets-in-use figure by telephone of 49.7% and 44.3% by personal interview, so that if for a moment you discard the telephone interview aspect of this, and just make a direct comparison between the diary method and personal interview, you have a 50% differential in sets-in-use for Syracuse.

Now in terms of ratings, the ratings on the *Loretta Young Show* (NBC-TV) and *$64,000 Challenge* (CBS-TV) have followed a pretty uniform pattern over the past several months. The comparison by telephone coincidental interview, personal coincidental interview and diary shows this: The diary method for Feb. 9 showed 46.6% of sets tuned to *Loretta Young*, and 19.7% tuned to *$64,000 Challenge*. The personal interview method showed 25.7% tuned to *Loretta Young* and 15.7% tuned to *$64,000 Challenge*. The telephone method, 31.5% to *Loretta Young* and 16.4% to *$64,000 Challenge*. You therefore can see if you want to apply simple statistics to it, that you get a greater variation between the two shows on the diary method as compared to personal interview.

What about the refusal rate you mentioned—the number of people who wouldn't admit you to the house?

This was presented to us at the outset as one of the problems we could expect to face. In other words, could we get into homes? I would like to add that one of the reasons I was encouraged to go further with this with Miles Wallach [head of M. A. Wallach Research Inc.] was that he had done a study for a food company in which he had actually gotten into, roughly, 7,000 homes during their eating hours. If an interviewer could stand there and watch what people were eating I then believed he could watch what they were viewing.

From 10:30 to 11 p.m., which is the stopping point of our interviewing, we had a refusal rate—on telephone and personal interviewing exactly the same—of 7%, which shows that there's absolutely no difference in refusal rate between the two methodologies.

In the personal concidental method, the person actually was granted access to the home to ask the questions?

In over 90% of the cases, regardless of time period, the interviewer not only went into the home but went into the room in which the television set was located. There was less than a 10% refusal rate as far as entry into the house. In those, 8 or 9% of the cases we had to conduct the interview at the door or right inside the house.

How long is the average interview in the home at 10:30 p.m.?

The average interview took between three and four minutes. I would like to get it down to below that, but it is not feasible to do so because time is taken in going to the room where the tv set is.

How many interviews actually were completed in your sample?

The base was 10,200 homes. Of this, 9,100 interviews were considered acceptable. That is they were complete, determined to be completely honest interviews. The rate of interviewing by telephone was 160-170 per half hour. By personal interview 140-150 per half hour. The average interviewer did 7-8 telephone interviews per half hour. The average interviewer did 5-6 personal interviews per half hour.

How did the interviews break down during the week?

The breakdown of the 9,100 completed and accepted interviews was as follows: Sunday, approximately 4,000 interviews; Tuesday, 1,700 interviews, and Thursday, 3,400.

What did you find with the number of viewers per set?

We found on the *Loretta Young Show* on diary technique 2.4 viewers per set, based on their February period. On personal interviewing we found 2.0 viewers per set. On telephone, it was 1.8. Telephone gives us the lowest figure of all three techniques. Nielsen doesn't measure viewers so they are out of the picture completely.

Do you know why telephone shows the lowest?

I think one of the reasons is that you call up and ask a few questions and you are in the middle of a questionnaire and you say to the person, "How many people are watching the *Loretta Young Show?*" and they say, "Oh, I'm watching it" and just throw it off that way. I don't think they want to be bothered trying to count. We also feel low sponsor identification is due to the same desire to throw off the inter-

viewing on the phone, and get back to what they were doing.

Who are the sponsors of the programs on the dates you interviewed?

For *Loretta Young* the main products were Procter & Gamble's Camay and Tide. Gleem comes in for some small amount. On *$64,000 Challenge* was Revlon as major sponsor with Kent as minor. Revlon featured Futurama lipstick and Clean 'n Clear.

On sponsor identification, on *Loretta Young* how many did not know the sponsor?

Forty-two percent by telephone, 18% by personal interview did not know the sponsor of *Loretta Young*.

Now of those who did know the sponsor, what was the breakdown?

Telephone, Camay 20%; personal interview, Camay 32%. Telephone, Tide 18%; personal, Tide 33%. So you see we have completely different figures by telephone and personal. Gleem, telephone 8%, personal 14%. Completely wrong identification, telephone 4%, personal interview 6%. All other categories, those who said "P & G," toothpaste or some other identification, 14% for both telephone and personal.

Now what sponsor identification did you find for *$64,000 Challenge?*

On an actual "don't know," there were 14% by telephone, by personal interview 18%, didn't know either Revlon or Kent. Much lower than the lack of knowledge on the *Loretta Young Show*. Then of those who did know or said they knew, by telephone 80% said "Revlon," by personal interview 77%.

I would like to add here just in fairness to sponsors everywhere that the fact that Revlon sponsors *$64,000 Question* creates a carry-over of sponsor association with this other program *$64,000 Challenge*. Also in the case of Procter & Gamble, they have rotated a number of products through, without using P & G as an overall identifying symbol, whereas Revlon appears throughout our shows in the background and in the introduction of the shows.

Will you continue the breakdown of sponsor identification please?

By telephone Kent had no percent. By personal interview 18% said Kent. Kent was not the sponsor that night, but they had one commercial at the end of the program. Eight percent by telephone said it was a lipstick, primarily Futurama, in other words it was clear they were saying the actual product, not the manufacturer. By personal interview 14% said Futurama. Clean 'n' Clear had no mention by telephone, it had 5% by personal interview. On wrong identification, there was 4% by telephone, 5% by personal interview.

What other things did the questionnaire cover?

For example, the age and sex of viewers of specific programs. The income of the family interviewed. Multiple set viewing. The members of the family who were not viewing a tv set that was in operation. Channel identification, or misidentification, where they thought they were watching one channel and they actually were watching another. You can only check such error by personal interview.

Did Revlon underwrite this survey?

Revlon did not make the survey. Last February as chairman of the Radio-Tv Committee of ANA, I set up a workshop seminar covering the major problems of the industry. Many members had written in complaining about rating differentials. We planned at that point to put it on the agenda and then we decided there was no solution to the problem, that we could not offer any solution to the 450 advertiser members of ANA.

We referred back at this point to the study done by the Advertising Research Foundation and while it endeavored to set

REVLON'S GEORGE ABRAMS

up a set of standards, our feeling was, that what had emerged was a definition of services, rating services, and a slight recommendation favoring Nielsen.

I have always believed that nothing can compare with an on-the-spot research interview where you actually are talking to the person involved, and particularly in the case of television, seeing what they are viewing. It has been a sore point for me for many years that we have had to accept as the bible of our business, reports which are based on a mechanical device which does not report viewing, or a diary which depends on memory in many cases, or telephone interviews which are not made coincidentally with the program on the air, or personal interviews done the next day which are based on memory.

The next step was to talk with people who were professionals in the business. We went over the new plan with Larry Deckinger, vice president in charge of media, Grey Advertising, and Dr. Daryl Lucas, adviser to ARF and dean of the department of marketing, School of Commerce, Accounts and Finance, New York U. Larry had played a major role in the ARF study. He gave us permission to quote him throughout the industry saying this would make a substantial contribution to the rating service problem. Dr. Lucas in his opinion felt the personal coincidental interview was the best method, but what about the cost? The question of the cost could only be resolved in one way and that was to do it.

We went to the ARF and asked them if they would finance a study in the city of Syracuse. They said they were not sure it could be done. I then put the problem up to Miles Wallach and he and I agreed that we would use our own money as a personal project to finance a pilot study, and then it was up to the industry. We may never get our money back, but at least we have made an effort to see if this works. We know today that the method does work, that you can get in the home. We know the cost of doing this type of interview. We know the comparative results of telephone coincidental versus personal coincidental, and we know today that on a national basis this can be done at a cost of about $5 million a year.

How would you pay for such a national service?

One idea I will call radical because it has never been done before. This is to go to the three major networks and have them apply against their program costs a rating service cost, just as today you are charged a fixed amount for cable or certain facility charges. I believe this is one way the networks can quickly get this into operation. The industry will be glad to pay it once they realize what they have in this type of service.

What commercial rating services are available in Syracuse today?

About 250 ARB diaries, fixed sample and either one or two Nielsen Audimeters. There may be Trendex but I am not sure. There are approximately 98,000 tv homes in the area. We surveyed one out of every ten tv homes there.

Isn't it true that Nielsen uses these Audimeters as part of a national sample and not just for Syracuse?

I'm glad that was brought up. Yes, it is true it is only part of an overall sample. But one home can't be representative of 98,000.

Has there been much personal coincidental surveying done previously in the radio-tv field?

Not to my knowledge. But in other marketing fields this technique has been standard operating procedure for many years. It is merely new to broadcasting and it shouldn't be. I think people just were afraid to go out and do it.

What the New York panel said about ratings

Ratings ranked high in the news last week. In addition to the brand-new but already controversial service proposed by George Abrams and Miles Wallach (see page 31), the whole broad subject of audience measurement engrossed a panel session before some 200 radio-tv people at a Radio & Television Executives Society roundtable meeting in New York last Wednesday.

Panelists were Ann Janowicz, media supervisor of Ogilvy, Benson & Mather; Howard Eaton, Lever Bros. broadcast media director; Eugene Cogan, media vice president of Marschalk & Pratt, and Mr. Abrams. Moderator was Albert B. Shepard, account executive of Select Station Representatives. Here, in condensed text via tape recording, is what Mr. Shepard asked the panel and what they answered.

QUESTION: *Many advertising agency and station executives have insisted that a firm set of standards be developed for better audience measurement research. They have also insisted that rating services conform to these standards.*

The first question: Why couldn't a standard rating service be set up which would embody the most accepted approach or features of each of the present rating services? Wouldn't a combined method survey with standardized approaches and standardized base of sample size and length of survey period have to be recognized if the majority of the larger agencies and advertisers come to an agreement that this is the only type of data which would be acceptable?

Eaton: I think there is absolutely no reason why it could not be done. The only problem is that nobody has done it.

Nielsen believes in the meter, but because of the competition he doesn't have enough money to go out and put enough meters in the field. Hooper believes in the coincidental phone call. Because of the economic limitations he cannot make surveys in enough markets or make enough phone calls to satisfy the majority of advertisers. Pulse believes in the personal coincidental. Again for economic reasons he cannot execute the actual personal coincidental so he has to sacrifice a little bit by relying on the memory over a period of time. I think there is no reason why it should not be done.

Abrams: I have a prejudiced point of view, having just finished with Miles Wallach a 10,000-home interview in the city of Syracuse (story page 31) in which we divided the sample equally, telephoning 5,000 of these homes at the time the program was on the air, and then personally going into homes while the programs were on the air. I am prepared to say today without any reservation that there is no substitute for a personal in-home coincidental study while the program is on the air.

Janowicz: It would be an ideal state to have something like this [but I wonder] about the practicality of it. The economics seem to defeat a service like this. But, after all, this research is just a means to an end. Now if you put all of your dollars against the means, I get the feeling it will be economically unsound.

Cogan: I think that we could work this thing out, but it would take an awful long period of time, and by the time we got to it, many of us would be in our graves. So I think that while it is ideal, it is something that could never be achieved.

QUESTION: *Assuming that a set of standards could be developed, would agencies and advertisers be willing to share in underwriting such a project?*

Eaton: Speaking for the advertiser at the moment, we in a sense already underwrite the support of the various rating services, whether or not we directly subscribe to any single one, because we pay our 15% commission. As far as the completely different system is concerned I don't think there is any doubt that agencies and advertisers recognizing the need for one good service would be willing to support it. The extent of it is something that would have to be decided upon later.

Abrams: Well, like Howard Eaton, our firm subscribes to Trendex and ARB and our agency to Nielsen services, so that in effect we are presently contributing to the national support of a rating operation. However, I believe that if a standard single service is set up the estimate of cost would be in the neighborhood of $5 million per year for a once-a-month service. This, in relation to the total to advertising expenditures, which TvB estimates for 1957 at $1.475 billion, is a drop in the bucket—particularly when the decisions we make involve millions of dollars. The average half-hour program today is a $100,000-a-week expenditure. Or a $5 million a year expenditure. So if you place $5 million against $1.475 billion, I think the industry can afford to support one service.

Janowicz: Yes, I think from the agency standpoint we do now support the various industry rating services and circulation measurement, and if there were such an ideal I don't think there would be any hesitancy to underwrite the costs.

Cogan: I feel very much the same.

QUESTION: *Do you prefer a standard rating week, a secret rating week, a one-week or a four-week report, or a four-week-only report?*

Eaton: I would rather not accept any of those. I would like to add a fifth—we would rather have 52 weeks of rating. We get it on a national basis. We would like to have it on a local basis as well.

Abrams: Certainly in today's climate I would favor the secret rating week. I think this business of promotion advertising and conducting special events the first week of each month in order to get a high ARB or Trendex rating, has reached the point of being ridiculous. But assuming that it couldn't be done, there is still no reason why you couldn't have two rating periods a month and bury them. This still would not stop on-the-air promotion or newspaper advertising of shows, but I think it would come closer to the ideal.

Janowicz: If it is only one week to be measured, I would much prefer the secret week. On the other hand, if you have a four-week rating, it sort of negates the one-week rating; perhaps then it is a secret four-week rating period that is needed.

Cogan: I think I would prefer the secret one-week rating out of each month. Now, one of the big problems is that—I think we are talking about local as well as national ratings—there are a great many places where you can't even get one rating once a year, in some pretty large-sized markets. So, we are not talking about one week out of the month in the true sense if we are talking broadly about the whole researching of radio and television.

QUESTION: *I think everybody agrees that there is need for accurate station circulation figures which would be supported by both the advertiser and the agency as well as by the stations. Now, obtaining accurate total station circulation figures is extremely difficult. If an industry-wide project could be set up to finance it, the question is, why not work with the commerce departments of various local colleges and universities who could be sold on such an undertaking as a study feature, and in this advantage, take their large manpower resources under consideration in order to obtain proper sampling size more economically?*

Eaton: I don't think there would be any disagreement that we would like to have more accurate station circulation data. But addressing myself to the question of using college personnel in local areas, this is a very precise science, and an awful lot of dollars are riding on the figures that come out. I would be inclined to think that the industry would be better off having a single unit responsible at one point, with its undivided attention going from top to bottom, developing this data as opposed to relying on a great mass of people who have separate interests as well.

Abrams: I'm inclined to agree. You might possibly add to it the idea of an Audit Bureau of Circulations for this industry in which spot checks or spot sample checks would be made to check out some of the figures being distributed today. But I certainly would employ every medium I

could to get better figures or more accurate figures.

Janowicz: I agree with Howard Eaton.

Cogan: I like this idea of the Audit Bureau of Circulations check of present information. I think if a lot of research we have is just verified in sample form, we would accept it much more readily than we do today.

QUESTION: *Isn't it true that present auto audience surveys give each station the same percentage plus when actually some stations may have a proportionately larger auto audience than others, due to programming slant and other reasons. How do you feel we can take this into consideration in arriving at accurate circulation figures?*

Eaton: One of the ARF standards is comprehensive out-of-home audience measurement. I think there has been enough data already developed that indicates that there certainly are differences in station shares, if you measure out-of-home versus in-home. This area is not as yet anywhere near complete and we certainly hope that somebody in the near future will figure a better way of putting funds in this area to do more complete out-of-home measurement.

Abrams: Certainly . . . different stations attract more out-of-home audience because of their programs.

Janowicz: I don't agree with the premise, either. I've seen too many where they vary.

Cogan: No general figures for quarter-hour and half-hour periods should be applied to the individual stations.

QUESTION: *Let's look at the cost standpoint under this category: How much of the cost should be borne by advertisers and agencies as far as gathering accurate station circulation figure data? You can include stations in this also.*

Eaton: We are speaking not as representatives of our respective companies but as individuals, so this is strictly my own personal feeling. Our agencies have the responsibility for our advertising. And I consider that to mean total responsibility. In the event that a specific service is available and it comes within the realm of the evaluation of advertising, I would consider that to be an agency responsibility. The point at which I would subscribe to a service is directly related to the extent to which I would actually use that service on a minute-to-minute basis. There certainly is a responsibility beyond that for the vendors of radio and television time. In order to improve their service they naturally need information of this type. So they have a share in the responsibility as well.

Abrams: I think the basic responsibility must lie with the seller: the station. However I do believe that the advertisers and their agencies, and perhaps even the station representatives, pooling some resources in an Audit Bureau of Circulations type of operation, can be the cross-check against the figures supplied by these individual stations. But I think that basically it has to come from the medium.

Janowicz: I believe it should come from the sellers since it becomes a part of what they are trying to sell us or convince us of, and just as it would us to sell to our clients, it behooves them to put the right information before us.

Cogan: I would say, too, that it's really the responsibility of the medium to at least start. Auditing it might be the expense of a joint committee of all three—media, advertisers and agencies.

QUESTION: *Many sales people think that some agencies have set too rigid standards of research regarding station coverage and ratings to be used by the timebuyers. The result, they claim, is the elimination of "intelligent creative thinking."*

Eaton: Certainly all agencies have their standards on what they consider to be acceptable data. But as we know there are areas which are not measured by whatever service an agency will select. In that case it's simply a question of deciding whether some data, be it less desirable than they really want, is better than no data at all. As far as the rigidity of the standards goes, I think they should be very rigid. At the same time, the judgmental area is what we're really paying a timebuyer for. But if he is forced by policy to close his mind, that I would be against.

Abrams: I'd like to stay within the area of the rating service because I think there, especially, you have this great area open in terms of imagination and creativity. I don't think anyone to this date has taken this problem in hand and examined it from every aspect to create what could be considered a one best rating service. People have lived in our industry under the Audimeter set-up, the diary, the phone, and each have taken their own position as to which is the best. I think it's about time somebody called a spade a spade. And if, as we discovered, there is one Audimeter in Kalamazoo, you say so and say that's not good enough for me when there are 40,000 television homes in the city of Kalamazoo. Or, if you go to a diary method and your cross-check shows that a diary is reporting 67% sets-in-use when personal interviews in those same homes show only 44% sets in use, I say again let's call a spade a spade. I think there's too much of this condescending to live with what we've got, and not trying to open up a new frontier here. Trendex, probably the most misused of all the rating services, gets the most publicity. They will state that *Maverick* is gunning down Sullivan and Allen and then you pick up Nielsen and Nielsen shows Sullivan gunning down *Maverick* and Allen. Where do we at some point apply the imagination we're supposed to have, as advertising people, to this problem? I say we've got to take it in hand—and rather fast—because much too much money is being spent on decisions based on these ratings. We shouldn't leave here today and just go out the door and say I've got my Nielsen pocketpiece or I'll wait till the next ARB comes in. We've got to say, "What is the service, what do we want to live with?" And if the others are no good, let's kick them out, and let's get the one best service. That's my position.

Janowicz: I think overall, as a direction, no one can argue with that. But within the specifics about standardization and lack of creative application, I question that one and challenge it. What it amounts to is a difference of opinion. If the agency has a position and has a set of rules that they've evaluated and feels within all that's available that this is the best for their needs, and then a salesman comes in and says, "Well, we don't think so. We think this," all he can expect, and we give it, is an open hearing. That becomes a point of departure. Now if we don't succumb to the salesman's point of view this does not imply rigidity or standardization.

Cogan: I think that [rigidity or standards] occurs sometimes. I don't think it's very general. I haven't encountered an agency so rigid that they wouldn't listen to anybody else's viewpoint.

QUESTION: *Let's look at this from another area: Making basic buys purely on ratings as numbers—without consideration of local situations, length of period over*

PANELISTS *at Wednesday's RTES roundtable on audience measurement were (l to r) Howard Eaton, broadcast media director of Lever Bros.; Ann Janowicz, media supervisor, Ogilvy, Benson & Mather; George Abrams, vice president and advertising director of Revlon Inc., and Eugene Cogan, vice president and media director of Marschalk & Pratt division of McCann-Erickson.*

which the survey was made, proved sales effectiveness of certain local stations and programs—is to make an uneducated guess. What other areas do you feel are most important in evaluating a station, outside of the coverage and ratings?

Eaton: The basic bit of information we're still interested in is how many homes did we actually reach. The next general area is to determine the effectiveness with which this audience is reached.

Abrams: I would certainly agree with that, and would add to it that a station in many cases has a personality or personalities who, regardless of the fact that they may not have as large an audience in total as a competitive station, may still be much better merchants of your products through their personal sell and endorsement. This is certainly true of a number of stations I've used in the past where we have been able to trace sales directly to a disc jockey or some personality on the air who didn't necessarily have the highest rating. I would also say, based on our Syracuse study, that certain programs deliver a high sponsor identification. In checking one 10-10:30 p.m. time period we found that one program had 42% of its audience not knowing who the sponsor was, while the competitive program had an 80% sponsor identification. And I think that is part of your problem too.

Janowicz: I certainly agree with that, and we still come back to the fact that we've got to develop the various research tools as they are needed to be used. We start with circulation. We have to know basically what your potential homes reached could be—what you do reach, and then, going into another area entirely, if you reach all these people, what percentage would be your consumer potential, how much of an impact do you make on them with your message. This gets into all kinds of areas of copy effectiveness, selling messages and there are so many, many areas. I won't get into the techniques of how do you do this or how the industry can. But I don't think there is any question that without the measured effectiveness of copy there is a judgment factor that is being used now.

Cogan: I think more should be said about the prestige of the station. I think many of us talk big figures too much, box car numbers and so on. I can think of one account now where we don't want great big circulation. We want kinds of people and not masses of people. I don't think there's anywhere near enough research as to the qualitative nature of the listeners to certain stations' programming nor the economic status.

QUESTION: *Would it not be well for each major advertising agency to have one or more field directors, whose sole duty it would be to visit market by market on a continuing basis, monitoring each station, talking to the management, interviewing the disc jockeys or personalities, getting their beliefs and ideas, talking to distributors and viewers and in this way getting first-hand knowledge of a market?*

Eaton: I know there are many agencies which do this type of thing. It is immensely desirable. What they are really doing is contributing to the overall body of facts about a given station and a given market. This is sort of like motherhood and you can't really be against that sort of thing.

Abrams: I'm for that sort of thing.

Janowicz: I agree.

Cogan: I agree also.

QUESTION: *I would like each of you to wrap up what we have discussed and add any ideas or concepts that you may have.*

Eaton: I would be delighted if we could have one service. And apply the total research resources of the industry to backing that service. I don't care if it is a commercial enterprise or non-commercial enterprise. As soon as we start in that direction and again start with the basic area of head-counting, then we can apply more of the qualitative information or the attempt to gain more qualitative information as we go along.

Abrams: I believe frankly it is just a matter of time now until you do have the personal coincidental method. I have talked with Larry Deckinger of the Advertising Research Foundation, Dr. Lucas of the same foundation, and they both agree this is the best way to find out who is viewing what and when. Both of them raised the question of costs. Was it a feasible thing to do—and that this was the reason personal coincidental has never succeeded or never been done before. After 10,000 interviews in Syracuse, we know it can be done. We know what the cost is. We know that up to 11 o'clock at night we can get into homes. We know what qualitative and quantitative information we can get, and I think that the service is here. Now, I believe you will need the AAAA, the ANA and, of course, the ARF, and the three networks to put their stamp of approval on it. These things take time. I think anything new takes time. But I believe we are on the brink today of having a single-best rating service.

Janowicz: That is very encouraging to hear. I certainly think from the buyers standpoint we all recognize the need for these tools and half our time is spent deciding whether this tool is the accurate one or not. And if we do get a standardization and all of this available to us, we can't get into areas of spending our clients' money more effectively without this big area question.

Cogan: I think that circulation is one thing, audience is something entirely different. I believe we could have a standardized, uniform, one, single circulation audit—such as the ABC is for print—without too much difficulty. That could be agreed upon. When it comes to measuring the popularity of programs, I don't think you are going to get everybody to agree to the kind of measurement yardstick you are going to use. I've seen this thing going on for years and I think when you get over to the actual checking of individual programs on individual stations you are going to have the problem with you for a long time. I don't hold out that much hope for any uniform, one service of that type.

REVLON AIR PUSH STARTS THIS MONTH

- **Diversification indicated**
- **Various products plan spots**

Revlon's diversification tempo, first indicated last fall [ADVERTISERS & AGENCIES, Oct. 7, 1957], will be felt strongly in radio-tv circles, according to well-informed sources within the company.

Much of the activity will get underway in April when Revlon places Hi and Dri liquid roll-on deodorant (through Emil Mogul Co.) in a vastly-expanded spot radio-tv test run (it presently is using a few selected markets). Later in the month, another Mogul-serviced Revlon product, Clear-O-Dan shampoo, will break in spot tv tests. Through Dowd, Redfield & Johnstone, Revlon will introduce Thin-Down, a reducing aid-appetite depressant, on CBS-TV's *$64,000 Question*. Later this season, the company will supplement its No. 1 product, nail enamel, with three new golden hues in wearable 24-K-gold-frosted nail laquers. Warwick & Legler presumably will place these on the *Question* and *Challenge* quiz programs, and should Revlon follow through on reports that it is looking at NBC-TV's *Perry Como Show* [ADVERTISERS & AGENCIES, March 10], on that program as well. Revlon also will unveil Living Curl, a new hair spray, which it claims "will be several years ahead of the field," as well as a second men's line product, companion to the recently-introduced Top Brass hair cream.

Three products and possibly a fourth will not come in for national billboarding in the broadcast media, according to Revlon. These are Fine and Handy, a specially-formulated liquid detergent for "particularly fine fabrics in nylon, wool and cashmere" (Warwick & Legler); Liquid Asset, a skin conditioner (C. J. LaRoche & Co.), and Seven Wonders (LaRoche). A Revlon official indicated these would make their bow in grocery and/or department stores without the benefit of Revlon's traditional massive ad campaigns. No reason was given for this move.

Still undecided is how Revlon will go about introducing Femicin, a tablet developed by the Revlon owned-and-operated Thayer Labs for relief of menstrual discomfort and pain. Apparently the first push for this product will come through Noyes & Sproul, Revlon's agency for ethical advertising, since Revlon's first aim is to alert doctors to this new compound through medical trade journals.

Revlon's stockholders last week received their annual reports from Charles Revson in which the Revlon president noted a net sales gain of $9.4 million over 1956 sales of $87,767,651—an increase of 11%. Stockholders also received the happy news in midweek that the directors had voted a first quarter dividend per common share payable this Thursday to stockholders of record as of March 10. Net earnings for 1957 rose 7½% to $8,999,337.

In a "five-year summary," the report sketched Revlon's growth in sharp upward curves. Net sales rose from $28.3 million

WHO-TV HEADS the BILL!

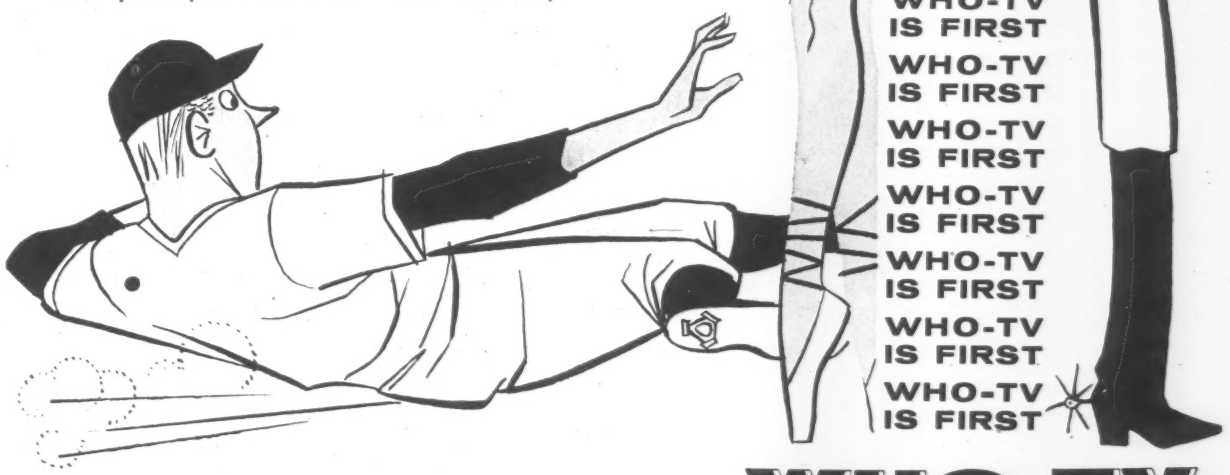
DES MOINES METROPOLITAN AREA SURVEY
AMERICAN RESEARCH BUREAU
NOVEMBER 20-26, 1957

	Number of First-Place Quarter Hours	Percentages of First Place Quarter Hours
WHO-TV	243	52%
Station "K"	158	34%
Station "W"	57	12%
Ties	8	2%

NOTE: At least TWO stations were on the air for all 466 quarter hours reported.

WHO-TV is the top star in Central Iowa. The November 1957 ARB Metropolitan Survey of Des Moines' 3-station market shows that WHO-TV is first in 52% more quarter hours than the second station . . . 326% more than the third station . . . *13% more than the second and third stations COMBINED!*

WHO-TV's dominance is the result of decades of better programming, public service and highest integrity — a wealth of broadcast experience that has made WHO one of the great names in the radio-television industry. Ask your PGW Colonel for the full story.



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

NBC Affiliate

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

1ST IN AMERICA'S RICHEST MARKET*

WAMS

WILMINGTON, DELAWARE

AGAIN

SURVEY-PROVED

(PULSE—FEBRUARY '58)

No. 1

FOR FACTS ON LOWEST COST PER THOUSAND, CONTACT

ROLLINS BROADCASTING, INC.

565 FIFTH AVENUE · NEW YORK 36, N. Y. · PHONE OXFORD 7-7040

* *HIGHEST PER CAPITA INCOME (U. S. CENSUS BUREAU, AUGUST '57)*

in 1953 to $95.2 million in 1957; advertising costs soared from $12.8 million in 1953 to $39.9 million in 1957 but this figure also includes "promotional, selling and administrative expenses," and earnings per share (taking into consideration the 1956 stock split) rose from 37 cents in 1953 to $3.37 in 1957.

Wisconsin Farm Folks Partial to Radio-Tv

Wisconsin farm men and women spend a fifth to a third of their waking time with mass media (depending on day of the week) and television accounts for half this time spent, radio about 35% and reading 15%, it is shown in a study by the U. of Wisconsin Dept. of Agricultural Journalism, Madison.

The university group placed diaries in the homes of 523 farm families for a three-day period to find out how farmers spend their time. Sample findings:

Farm men on winter weekdays average 99 minutes a day with tv and 88 with radio as compared with 40 minutes with reading and 25 visiting. Their wives average 165 minutes with television, 123 minutes with rado, 39 reading and visiting [not specified whether separately or combined]. In almost all cases, Wisconsin researchers found, farm women spend more time than men with mass media. Farmers work a 10½-hour day weekdays and Saturdays, and more than six hours on Sundays, it was concluded. Waking time is 5 a.m.-11:30 p.m.

As to time of day for media use, the university reports radio is a daytime medium for the farm families, with some response during meal hours. Tv is an evening medium, with some response during the noon hour. More people are in contact with more media at noon than at any other hour.

On days of the week: Sunday is the day of lightest media contact, although contact is spread more throughout the day than others. Saturday is generally lighter than weekdays.

On media exclusivity: Tv viewing is largely exclusive, with the bulk of viewers doing little else while watching. Radio is largely a combination activity with listeners involved in other free-time activites.

Peak hours: Tv, 8-10 p.m., when around 50% of those in the sample were watching; radio, 6-8 a.m., when 20-25% were listening.

Set ownership: Tv, 86%; Radio, 96.5%.

Total free time: Weekdays and Saturdays, just over 40%; Sunday, just over 60%.

An additional questionnaire furnished respondents with the diaries to give detailed descriptive data is still under analysis at the U. of Wisconsin.

Chesebrough-Pond's Reports Tv Helped 8% Sales Rise in 1957

Television "continued to play a major role in Chesebrough-Pond's 1957 advertising campaign" in the U. S., the cosmetic manufacturer said last week in its annual report showing record sales last year of $55,496,385, a gain of about 8% over 1956. The advertiser last year turned to daytime tv because it "offers an almost exclusive female audience at relatively low costs."

Chesebrough-Pond's noted that "the differences between domestic and international advertising are narrowing. The American, who takes commercial television in stride, is learning to expect advertising at the motion picture theatres. Abroad, where the cinema is a prime advertising medium, commercial television is beginning to gain acceptance." The firm last year also used tv in Britain, Australia, Canada, Mexico, Hawaii, Venezuela and Puerto Rico, as well as radio and print media abroad. Some 40 agencies produced ads in 30 languages to sell the firm's products in 104 world markets.

Harper Named Executive V. P. In Series of NL&B Promotions

A series of executive appointments and elections, designed to "add depth in management" and gird for future expansion, were announced Thursday by Needham, Louis & Brorby Inc., Chicago broadcast-minded agency.

Key changes involve the appointment of Paul C. Harper Jr., chairman of the agency's operating committee and plans board member, as executive vice president, plus the elevation of five current vice presidents to the board. Also named were three new vice presidents and a new media chief.

James G. Cominos, vice president and radio-tv director, was named to the expanded board, along with Edmond C. Dollard, vice president and management representative on Kraft Foods Co.; Vinton H. Hall, vice president and account supervisor on Household Finance Corp. and Peoples Gas accounts; Frederick A. Mitchell, vice president in charge of NL&B's New York office, and F. Winslow Stetson Jr., vice president and management representative on Lever Bros. and Campbell soup accounts in the U. S. and Lever Bros. Ltd. and Thomas J. Lipton Ltd. in Canada.

Newly-appointed vice presidents are Blair Veddar Jr., promoted from assistant media director to media director; Kenneth C. T. Snyder, creative staff member, who becomes director of television and radio commercial production, and George N. Soter, copy director in the agency's New York office. Messrs. Dollard, Hall and Stetson are members of NL&B's account executive staff.

The board now comprises nine members, including Maurice H. Needham, president; Melvin Brorby, senior vice president; Max D. Anwyl, financial vice president, and Mr. Harper, whose position as executive vice president is newly-created and who has been a director since 1952.

Announcing the changes, Mr. Needham noted NL&B has added nine new accounts the past year and has shown a billings increase for seven consecutive years. He pointed out they reflect an agency policy of promoting "highly qualified people" from within to positions of "management responsibility." Broadcast media accounted for over 45% of the agency's estimated $30 million-plus billing in 1957.

New Ad Agency, MS&F, Formed in N.Y., D.C.

A new advertising agency, Maurer, Schuebel & Fleisher, with headquarters in Washington and an office in New York, is being announced today (Monday).

One of the principals is Reggie Schuebel, a veteran in broadcast advertising and currently in charge of broadcast relations in the New York office of Guild, Bascom & Bonfigli Inc. Miss Schuebel will continue in that capacity at GB&B. That agency will maintain its present New York offices at 515 Madison Ave. and its present New York personnel.

Guild, Bascom & Bonfigli, which is headquartered in San Francisco, also announced that it had made an agreement with Maurer, Schuebel & Fleisher for mutual representation in San Francisco and Washington. GB&B will represent MS&F on the West Coast while MS&F will be available to handle GB&B work in Washington.

The New York office of MS&F, headed by Miss Schuebel, will be at 515 Madison

MAURER SCHUEBEL FLEISHER

Ave., the same address as GB&B's New York office.

The new agency's Washington office, headed by Robert Maurer and Henry Fleisher will be at 1025 Connecticut Ave., N. W. Mr. Maurer is a former executive of Henry J. Kaufman & Assoc., a Washington agency; Mr. Fleisher is former director of publications for the AFL-CIO.

Miss Schuebel, prior to her affiliation with Guild, Bascom & Bonfigli, was a vice president at Norman, Craig & Kummel. Previously she served as radio-tv head of the Duane Jones agency and as director of radio and account executives at the Biow Co. She is responsible for numerous innovations in broadcasting, among them the placement of the first time signal campaign on radio for Bulova Watch Co. and the initiation of full screen IDs on tv as a replacement for split screen presentations [ADVERTISERS & AGENCIES, Oct. 12, 1954].

Daytime Network Tv Gains 19%

The average network tv advertiser reached 19% more homes in the daytime in the first two months of this year than in 1957. In the evening, 9% more homes were reached.

These gains were cited last week by Harvey Spiegel, assistant research director, Television Bureau of Advertising. TvB is reporting monthly tv data on a continuing basis.

TvB finds the average weekday daytime program reaching 692,000 more homes per broadcast this year as compared to last year. The average evening program enjoying a 860,000 homes rise.

P&G TOPS '57 SPOT, NETWORK TV

- **Firm heads both categories in year's gross expenditures**
- **TvB lists first 100 clients from PIB, Rorabaugh data**

The Television Bureau of Advertising last week released listings of 1957 television expenditures covering the top 100 network tv advertisers' estimated allocations and a summary of the top tv advertisers' investment in network and spot tv combined. Network figures were provided by Publishers Information Bureau and spot tv estimates by the N. C. Rorabaugh Co. Both are gross time costs.

Procter & Gamble headed the tv advertisers in 1957, leading in total tv ($72,962,855), network tv ($47,046,015), and spot tv $25,916,840). Others in the top ten total tv category were (in order) Colgate-Palmolive Co., General Foods Corp., Lever Bros. Co., American Home Products, Brown & Williamson Tobacco Co., Chrysler Corp., Gillette Co., Ford Motor Co. and R. J. Reynolds Tobacco Co.

In network tv expenditure alone, behind P&G (in order) were Colgate-Palmolive, Chrysler, American Home Products, Lever Bros., General Foods, Gillette, R. J. Reynolds Tobacco, Ford Motor and General Motors.

Others in the top ten spot tv category (in order) were: Brown & Williamson, Continental Baking Co., Sterling Drug Co., General Foods, Colgate-Palmolive, Lever Bros., Carter Products, Miles Labs, and National Biscuit Co.

Norman E. Cash, TvB president, said "the combined expenditure report for 1957's top advertisers is another first from TvB, part of its continuing effort to provide advertisers and agencies with a flow of creditable facts about television."

THE TOP 100 ADVERTISERS IN NETWORK TV: 1957

1.	PROCTER & GAMBLE	47,046,015	**35.**	ARMOUR	3,853,642	**69.**	GERBER PRODUCTS	1,675,361
2.	COLGATE-PALMOLIVE	19,375,713	**36.**	PILLSBURY MILLS	3,805,646	**70.**	WESSON OIL & SNOWDRIFT	1,604,997
3.	CHRYSLER	18,915,776	**37.**	SCOTT PAPER	3,342,257	**71.**	SPEIDEL	1,587,018
4.	AMERICAN HOME PRODUCTS	18,535,808	**38.**	A T & T	3,277,929	**72.**	FIRESTONE	1,549,074
5.	LEVER BROTHERS	16,297,289	**39.**	PRUDENTIAL INSURANCE	3,201,984	**73.**	MOGEN DAVID	1,545,590
6.	GENERAL FOODS	16,156,601	**40.**	EASTMAN KODAK	3,194,715	**74.**	STATE FARM MUTUAL INSURANCE	1,543,358
7.	GILLETTE	15,790,837	**41.**	CHESEBROUGH PONDS	3,164,839	**75.**	WHIRLPOOL	1,538,454
8.	R. J. REYNOLDS	13,201,584	**42.**	SCHLITZ BREWING	3,005,514	**76.**	PABST BREWING	1,521,153
9.	FORD MOTOR	13,023,204	**43.**	MENNEN	2,997,548	**77.**	SINGER MANUFACTURING	1,481,866
10.	GENERAL MOTORS	12,733,437	**44.**	CORN PRODUCTS REFINING	2,930,851	**78.**	AMERICAN GAS ASSN.	1,462,692
11.	BRISTOL-MYERS	12,489,954	**45.**	MAX FACTOR	2,886,264	**79.**	SIMONIZ	1,409,646
12.	AMERICAN TOBACCO	9,346,629	**46.**	BORDEN	2,810,739	**80.**	S. O. S. CO.	1,368,149
13.	GENERAL MILLS	8,605,872	**47.**	RALSTON-PURINA	2,723,689	**81.**	H. J. HEINZ	1,350,073
14.	PHARMACEUTICALS INC.	8,585,635	**48.**	BEST FOODS	2,641,965	**82.**	AMERICAN DAIRY	1,276,135
15.	LIGGETT & MYERS	8,181,373	**49.**	AMERICAN CHICLE	2,617,367	**83.**	GOODRICH	1,276,110
16.	KELLOGG	7,977,785	**50.**	WARNER LAMBERT PHARM.	2,532,393	**84.**	CARTER PRODUCTS	1,262,465
17.	BROWN & WILLIAMSON	7,093,962	**51.**	JOHNSON & JOHNSON	2,526,955	**85.**	BULOVA WATCH	1,233,923
18.	REVLON	7,019,042	**52.**	U. S. STEEL	2,514,090	**86.**	BRILLO	1,227,195
19.	NATIONAL DAIRY PRODUCTS	6,644,647	**53.**	SYLVANIA ELECTRIC	2,501,769	**87.**	ASSOCIATED PRODUCTS	1,216,863
20.	GENERAL ELECTRIC	5,714,855	**54.**	KIMBERLY-CLARK	2,346,917	**88.**	KAISER	1,210,015
21.	SWIFT & CO.	5,196,425	**55.**	RCA	2,344,036	**89.**	UNION CARBIDE	1,191,864
22.	P. LORILLARD	5,194,122	**56.**	REYNOLDS METALS	2,324,721	**90.**	AMERICAN CAN	1,150,499
23.	HAZEL BISHOP	5,192,193	**57.**	PET MILK	2,322,881	**91.**	DRACKETT	1,137,130
24.	MILES LABS.	5,048,301	**58.**	NATIONAL BISCUIT	2,247,934	**92.**	SUNBEAM	1,129,882
25.	CAMPBELL SOUP	4,965,382	**59.**	ARMSTRONG CORK	2,194,989	**93.**	GREYHOUND	1,113,933
26.	STERLING DRUG	4,711,351	**60.**	SCHICK	2,187,732	**94.**	GOLD SEAL	1,105,479
27.	QUAKER OATS	4,706,501	**61.**	SWEETS CO. OF AMERICA	2,160,936	**95.**	GULF OIL	1,100,304
28.	HELENE CURTIS	4,667,982	**62.**	ALUMINUM CO. OF AMERICA	2,070,723	**96.**	FLORIDA CITRUS COM.	1,099,048
29.	STANDARD BRANDS	4,512,346	**63.**	PUREX	2,062,504	**97.**	U. S. RUBBER	1,085,449
30.	WESTINGHOUSE ELECTRIC	4,501,985	**64.**	GOODYEAR	2,060,788	**98.**	RONSON	1,082,036
31.	SPERRY RAND	4,257,142	**65.**	CARNATION	2,054,120	**99.**	MINNESOTA MINING & MFG.	1,055,479
32.	NESTLE	4,130,101	**66.**	TIME INC.	2,012,991	**100.**	COCA-COLA	1,041,290
33.	PHILIP MORRIS	3,942,904	**67.**	WILDROOT	1,806,230			
34.	S. C. JOHNSON & SON	3,889,778	**68.**	DUPONT	1,738,960			

ANA Releases Budget Volume As Aid to Media Advertisers

Guides to help advertisers allocate and spend their media money more efficiently are rounded up in a 362-page volume, described as the first of its kind, being issued today (Monday) by the Assn. of National Advertisers.

The volume, *Advertising Budget and Cost Control,* documents with case studies its exploration of such major functions as preparation of the ad budget, purchase of the advertising, advertising budgetary control and advertiser-agency financial procedures. In addition, there are other detailed case studies showing the procedures and forms used by 10 major advertisers in administering their advertising programs and controlling advertising costs.

A section on "controlling and budgeting television staging and production costs" stresses that "pre-planning [is] essential in keeping costs down" and offers the following money-saving idea: "Plan a shooting schedule to include more than one film; use over key demonstration in several films; experiment in advance; prepare merchandise to be shown in advance; pre-test talent, [and] develop pre-production agreements on handling of all scenes and transitions."

Another section includes a chapter on "Proof of Performance Affidavits—Network Auditing and Control Procedures" by John W. Jackson, RCA manager of sales promotion and advertising administration. An extensive checklist of advertiser-agency responsibilities for expenditure control in radio-tv and in other media also is provided.

Referring to the recently released Frey report on advertiser and agency relationships and agency compensation [SPECIAL SECTION, March 3], ANA President Paul B. West said: "Many of the problems brought out in the Frey report are answered by this volume and the other books in the series. The guidebooks furnish a fundamental working tool for advertising departments, top management as well as agencies at a time when advertising must function at peak efficiency."

The volume, is the fourth in a seven-volume ANA guidebook series.

THE TOP 100 ADVERTISERS IN NETWORK AND SPOT: 1957

		Total Tv	Network Tv	Spot Tv
1.	PROCTER & GAMBLE	$72,962,855	$47,046,015	$25,916,840
2.	COLGATE-PALMOLIVE	27,114,793	19,375,713	7,739,080
3.	GENERAL FOODS	24,604,501	16,156,601	8,447,900
4.	LEVER BROTHERS	23,940,269	16,297,289	7,642,980
5.	AMER. HOME PROD.	22,125,488	18,535,808	3,589,680
6.	BROWN & WILLIAMSON	20,082,882	7,093,962	12,988,920
7.	CHRYSLER	19,526,146	18,915,776	610,370
8.	GILLETTE	17,679,627	15,790,837	1,888,790
9.	FORD MOTOR	16,459,254	13,023,204	3,436,050
10.	R. J. REYNOLDS	16,089,214	13,201,584	2,887,630
11.	BRISTOL-MYERS	14,620,964	12,489,954	2,131,010
12.	GENERAL MOTORS	14,286,067	12,733,437	1,552,630
13.	STERLING DRUG	13,347,241	4,711,351	8,635,890
14.	AMERICAN TOBACCO	12,492,559	9,346,629	3,145,930
15.	LIGGETT & MYERS	12,183,213	8,181,373	4,001,840
16.	MILES LABORATORIES	11,440,941	5,048,301	6,392,640
17.	CONTINENTAL BAKING	10,867,609	677,549	10,190,060
18.	KELLOGG	10,807,295	7,977,785	2,829,510
19.	PHARMACEUTICALS INC.	9,525,785	8,585,635	940,150
20.	GENERAL MILLS	9,507,062	8,605,872	901,190
21.	PHILIP MORRIS	8,884,374	3,942,904	4,941,470
22.	NAT'L. DAIRY PROD.	8,388,097	6,644,647	1,743,450
23.	CARTER PRODUCTS	8,257,725	1,262,465	6,995,260
24.	WARNER-LAMBERT PHARMA.	8,223,263	2,532,393	5,690,870
25.	P. LORILLARD	8,212,782	5,194,122	3,018,660
26.	NATIONAL BISCUIT	8,070,254	2,247,934	5,822,320
27.	REVLON	7,186,882	7,019,042	167,840
28.	NESTLE	6,660,421	4,130,101	2,530,320
29.	AMERICAN CHICLE	6,344,167	2,617,367	3,726,800
30.	GENERAL ELECTRIC	6,277,085	5,714,855	562,230
31.	QUAKER OATS	5,829,971	4,706,501	1,123,470
32.	STANDARD BRANDS	5,821,096	4,512,346	1,308,750
33.	HAZEL BISHOP	5,496,593	5,192,193	304,400
34.	SWIFT & CO.	5,482,705	5,196,425	286,280
35.	CORN PROD. REFINING	5,408,711	2,930,851	2,477,860
36.	BULOVA WATCH	5,284,323	1,233,923	4,050,400
37.	HELENE CURTIS	5,251,312	4,667,982	583,330
38.	COCA-COLA CO. (BOTT.)	5,249,180	1,041,290	4,207,890
39.	CAMPBELL SOUP	5,210,512	4,965,382	245,130
40.	MAX FACTOR	5,177,114	2,886,264	2,290,850
41.	ROBERT HALL CLOTHES	4,928,930	—	4,928,930
42.	SCHLITZ BREWING	4,757,764	3,005,514	1,752,250
43.	INTERNATIONAL LATEX	4,722,660	—	4,722,660
44.	WESTINGHOUSE ELEC.	4,580,335	4,501,985	78,350
45.	PILLSBURY MILLS	4,351,106	3,805,646	545,460
46.	ARMOUR	4,296,612	2,853,642	442,970
47.	SPERRY RAND	4,257,142	4,257,142	—
48.	ADELL CHEMICAL	4,109,800	—	4,109,800
49.	SCOTT PAPER	3,972,447	3,342,257	630,190
50.	S. C. JOHNSON & SON	3,927,928	3,889,778	38,150
51.	CHESEBROUGH-POND'S	3,878,159	3,164,839	713,320
52.	BORDEN	3,859,899	2,810,739	1,049,160
53.	RALSTON PURINA	3,782,699	2,723,689	1,059,010
54.	BEST FOODS	3,766,905	2,641,965	1,124,940
55.	EASTMAN KODAK	3,630,185	3,194,715	435,470
56.	A T & T	3,341,329	3,277,929	63,400
57.	PEPSI-COLA CO. (BOTT.)	3,250,204	211,554	3,038,650
58.	WESSON OIL & SNOW DRIFT	3,223,067	1,604,997	1,618,070
59.	PRUDENTIAL INSUR.	3,201,984	3,201,984	—
60.	RCA	3,111,236	2,344,036	767,200
61.	STANDARD OIL (N. J.)	3,106,520	173,460	2,933,060
62.	MENNEN	3,082,078	2,997,548	84,530
63.	CHARLES ANTELL	3,066,630	—	3,066,630
64.	SINGER SEWING MACH.	3,001,213	1,521,153	1,480,060
65.	SHELL OIL	2,993,100	—	2,993,100
66.	KIMBERLY-CLARK	2,988,137	2,346,917	641,220
67.	H. J. HEINZ	2,971,863	1,350,073	1,621,790
68.	FALSTAFF BREWING	2,823,447	627,267	2,196,180
69.	JOHNSON & JOHNSON	2,819,585	2,526,955	292,630
70.	ANHEUSER-BUSCH	2,792,410	—	2,792,410
71.	FOOD MFRS. INC.	2,781,640	—	2,781,640
72.	WILDROOT	2,658,810	1,806,230	852,580
73.	CARNATION	2,560,650	2,054,120	506,530
74.	SYLVANIA ELECTRIC	2,551,569	2,501,769	49,800
75.	MUTUAL BENEFIT	2,534,891	937,431	1,597,460
76.	U. S. STEEL	2,514,090	2,514,090	—
77.	DUPONT	2,374,910	1,738,960	635,950
78.	PET MILK	2,370,851	2,322,881	47,970
79.	SCHICK	2,358,922	2,187,732	171,190
80.	BLOCK DRUG	2,358,490	11,090	2,347,400
81.	REYNOLDS METALS	2,324,721	2,324,721	—
82.	PUREX	2,291,194	2,062,504	228,690
83.	AVON PRODUCTS	2,287,750	—	2,287,750
84.	SEVEN-UP CO. (BOTT.)	2,226,353	514,083	1,712,270
85.	THE TEXAS COMPANY	2,225,170	233,140	1,992,030
86.	ARMSTRONG CORK	2,194,989	2,194,989	—
87.	J. A. FOLGER & CO.	2,194,020	—	2,194,020
88.	SWEETS CO. OF AMER.	2,184,366	2,160,936	23,430
89.	BEECH-NUT LIFE SAVERS	2,180,520	—	2,180,520
90.	ALUMINUM CO. OF AMER.	2,163,673	2,070,723	92,950
91.	NEHI (BOTTLERS)	2,154,430	—	2,154,430
92.	TIME INC.	2,152,011	2,012,991	139,020
93.	ASSOCIATED PRODUCTS	2,136,093	1,216,863	919,230
94.	GOODYEAR	2,089,048	2,060,788	28,260
95.	GROVE LAB.	2,088,979	400,519	1,688,460
96.	GENERAL CIGAR	2,080,588	1,023,828	1,056,760
97.	GOLD SEAL	1,973,719	1,105,479	868,240
98.	WRIGLEY	1,968,000	—	1,968,000
99.	HAROLD F. RITCHIE INC.	1,885,110	—	1,885,110
100.	FLA. CITRUS COM.	1,876,948	1,099,048	777,900

GM Withdraws Frigidaire, GMC Trucks From Kudner Adv.

Kudner Adv., New York, last week confirmed reports that General Motors Corp., Detroit, is withdrawing the Frigidaire and GMC Truck & Coach divisions accounts from that agency, effective with the appointment of a new agency. Total billing on the two accounts is estimated at $9 million.

The loss followed a major defection from the agency last December of General Motors' Buick Div. account, estimated at $23 million in billing, which had been at Kudner for 22 years. With the withdrawal of these major accounts, Kudner's total billing now is reported at about $32 million.

C. M. Rohrabaugh, Kudner president, issued a statement confirming the losses of Frigidaire and GMC but added that the agency will continue to handle other GM accounts, including Fisher Body, Allison Engine, Detroit Diesel, Cleveland Diesel and GM institutional advertising. Other major accounts at Kudner are the Goodyear Tire & Rubber Co., portions of the National Distillers Products Co., the cargo division of Pan American World Airways and the General Telephone System.

No reason was given by General Motors for the change except that it was felt to be "in the best interest." The termination will take effect as soon as an agency or perhaps two separate agencies are named. A GM spokesman said the change will be made "as soon as possible."

Schlitz Fills Top Ad Posts, McMahon, Smawley Promoted

Joseph M. McMahon Jr. has been promoted from field advertising chief to overall advertising director and Francis W. Smawley raised from assistant advertising manager to advertising manager, the Jos. Schlitz Brewing Co. has announced. The appointments follow the resignation of John Toigo, vice president-marketing, who seeks presidency of Pabst Brewing Co. [ADVERTISERS & AGENCIES, March 24]. The post of advertising director is newly-created. Mr. Smawley succeeds Richard Steenberg, who quit Schlitz last October. Both appointments are effective immediately.

LESS *than an hour before Florists' Telegraph Delivery Assn. went on the air with its sponsorship of* Person to Person, *Steve Dalsimer (r), a floral designer and official of FTD "touches up" flowers so they will reproduce effectively on camera. Looking on (l to r) are Jack Bailhe, account supervisor, Grant Adv.; Gordon Conn, advertising director of FTD; John Gaunt, radio-tv director, Grant Adv., Hollywood, and Bill Patterson, radio-tv director, Grant Adv., New York.*

Florists' group plans to use tv to double sales within five years

The Florists' Telegraph Delivery Assn., Detroit, is allotting about $2.6 million in the next year (more than 90% of its total advertising budget) to alternate-week sponsorship of CBS-TV's *Person to Person* program for one compelling reason: it believes television can double the volume of sales of FTD florists from $50 million in 1957 to $100 million five years from now. Initial reaction has been highly favorable, FTD reports.

FTD's advertising approach was outlined by Gordon Conn, advertising director of FTD, and Jack Bailhe, account supervisor of Grant Adv., New York, agency for the association. Above and beyond the goal of $100 million in sales, FTD is relying on tv to accelerate business so rapidly that the association can allocate more of its funds to other media.

The alternate week sponsorship of *Person to Person* (with *Life* magazine) represents FTD's entry into tv on a regular basis but, Mr. Bailhe emphasized, was not the result of disaffection for other media. He explained that sales had risen from about $10 million in 1945 to $50 million in 1957 but both FTD and Grant Adv. were convinced that television could quicken the pace of business volume.

"We felt that to expand sales rapidly we had to have a basic platform of television," Mr. Bailhe related. "We felt that television, with the money we had at present, could give us the mass audience and the frequency required to attain the $100 million goal."

The association presently is spending about $250,000 a year in spot radio, newspapers and magazines and hopes that as tv's impact is translated into sales, extra funds can be directed into these media. FTD is composed of about 11,000 florists in the U. S. and Canada and its budget is dependent upon the volume of business that FTD members attain. (About one-third of U. S. and Canadian florists belong to the association; therefore, its advertising must persuade the public to shop at florist shops that display FTD's Mercury trademark.)

FTD's splurge into tv was a well-considered move. As long as five years ago, John L. Bodette, general manager of FTD, began to think in terms of tv for the association but had to hold action in abeyance largely because of a lack of advertising funds. Another consideration was the need for FTD to align itself with a tv program that radiated prestige, dignity and respect. *Person to Person* is regarded as an ideal program vehicle for FTD's requirements, according to Mr. Bodette.

FTD's allocation of $2.6 million in television for the next year is an ambitious undertaking from many angles. First, the association's entire budget in 1957 was only $1.7 million, largely in the print media. Outside of random test campaigns, the only substantial outlay by FTD in television was its co-sponsorship (with Minute Maid Corp.) of the Rose Bowl Parade in Pasadena, Calif., on New Year's Day in 1958 and 1957 on NBC-TV. These investments in tv cost FTD about $100,000 each year.

Mr. Bodette regards the sponsorship of *Person to Person* as "the first step in what we expect will be an expanding use of tv." The association's future plans in the medium, therefore, are hitched to the effectiveness of its current project.

FTD's confidence in television rests largely on the medium's proven ability to demonstrate a product effectively—in this case, flowers and plants. But, according to John Pinto, creative director of Grant, the commercials for FTD must not only stimulate a desire in the viewer to purchase these products but, more important, to buy them at the FTD florist. Accordingly, the association's Mercury trademark is displayed prominently within the commercials and is followed by copy which stresses FTD quick service, low prices and guaranteed delivery.

The association, Mr. Pinto pointed out, recently revised the colors of its trademark from black and gold to yellow and black to heighten its visual effect, largely because of the television effort. Though flowers are used in the commercials as an attention-getter, according to Mr. Pinto, FTD essentially is selling service to viewers.

The commercials tie in largely with holidays of the year, anniversaries, birthdays, weddings and funerals and make the point that wherever a loved relative or friend may be located in the U. S. and Canada, flowers may be wired to them via FTD quickly, economically and dependably.

Last week the association and Grant Adv. were receiving letters of reaction from FTD members on the initial program March 21. According to a Grant spokesman the messages were "overwhelmingly congratulatory but there were a few brickbats." The criticism was voiced by florists who did not agree with the type of flower and plant featured in the commercials. Since different types of flowers are "in season" in the different parts of the country, this is a criticism with which FTD is faced perennially. Obviously it is no easy task to please 11,000 "sponsors." But FTD tries to be all things to all people, as far as possible.

The commercials currently are on film but FTD plans to experiment with live. It realizes that the next few months will be a period of trying and discarding many approaches. But as one Grant executive quipped about its heavy investment in tv: "We're putting all our flowers in one pot. But we're pretty darn sure they're gonna bloom!"

Tee-Pak Readies Campaign To Get Free Radio-Tv Time

Tee-Pak Inc. (cellulose casings) is readying its campaign to get free radio-tv time for July's National Hot Dog Month.

A "saturation publicity and merchandising campaign" is promised at national and local levels, with radio and television coverage playing a vital role.

"Publicity contact work already has been started with network tv and radio producers to develop stunts and other activities in order to utilize these media to the fullest in taking the hot dog story to the nation" starting the last week of June, according to Tee-Pak.

Last year the "Miss Hot Dog" appeared on 237 radio and television programs "with an average air time of nine minutes per show," according to the firm. Tee-Pak may also buy network or spot radio time, according to Wilson, Saylor, Ware, the company's advertising agency. In some instances, packers may sponsor the local radio-tv appearances, it was explained.

talk to Dutch Bowden

When you think of Youngstown you think of heavy industry . . . steel, coal, iron . . . and a lusty, hard-driving, hard-living, hard-spending market of over 500,000 people. And because of men like Warren Williamson Jr. and Dutch Bowden who've devoted a lifetime to the industry, when you think of **broadcasting** in Youngstown you think first of WKBN, first in Radio-TV. For more than thirty years, broadcasting in this market has been spelled WKBN-CBS and there isn't a marketing man in the business who wants to talk to Youngstown who doesn't talk **first** to WKBN and Dutch Bowden.

then talk to Raymer

Just as you think first of WKBN when you talk Youngstown, you think first of Raymer when you talk WKBN, for these properties have been represented by Raymer for 17 years. Timebuyers, product managers, ad managers and the industry **know** the WKBN story; they know it because Raymer Representation has never let them forget it. And that's the key to the Raymer Way in salesmanship . . . quality representation that never lets go, never gives up, never stops selling. When you get right down to it, that means enough men in enough places telling a hard enough story **often enough** to make an impression — and then to make a sale.

THE PAUL H. RAYMER COMPANY
Pioneer Representative Since 1932
New York Chicago Hollywood Atlanta Detroit Dallas San Francisco

Factor, DDB Parting Involves $3 Million

After a seven-year association that saw the advertiser's annual billing soar from $200,000 to $3 million (most of it in tv), Max Factor & Co., Hollywood, and Doyle Dane Bernbach, New York, have called it quits. The termination of the relationship—attributed in a joint statement to "a mutual difference of opinion"—becomes effective July 1, but Factor is wasting no time looking at other agencies. The announcement was made Wednesday by Davis Factor, Factor board chairman, and Ned Doyle, executive vice president of the agency, which maintains Factor account groups in both New York and Hollywood offices.

DDB took over the Factor men's line in 1951, sharing the overall Factor account first with Tatham-Laird, Chicago, then Young & Rubicam and, as of last year, Anderson-McConnell Adv., Los Angeles. A-M now services about $3 million worth of Factor business, which includes all products in the Factor pharmaceutical and specialty division, Sof-Set No-Lac, Curl Control, and Sebb dandruff remover. There seems to be some doubt as to which agency services Sof-Set and Dri-Mist. Formerly assigned to Anderson-McConnell, the two products as of last summer went to Guild, Bascom & Bonfigli, San Francisco, but officials there report no activity on the products and add that Factor hasn't yet "clarified" the situation.

Last fall Factor added Nelson Lewis Gross as director of domestic advertising [OUR RESPECTS, Feb. 17]. Mr. Gross, a former CBS-TV executive, went to Factor after agency associations with H. B. Humphrey, Alley & Richards (Breck Hair Set Mist) and BBDO (Revlon).

DDB's responsibilities on Factor covered the domestic sales division and the following products: Pan-Stik cosmetics; Signature men's products; Electrique line of fragrances; Hi-Fi fluid makeup, face powder and mascara; Erace preparation, and Primitif colognes. The agency serviced Factor on NBC-TV's *Polly Bergen Show* (alternating Saturdays with Liggett & Myers' *Club Oasis)* while A-M services Factor on Hal Roach Studios' *Love That Jill* on ABC-TV. The breakdown of which agency handles what portion of Factor in broadcast has been detailed [ADVERTISERS & AGENCIES, July 29, 1957].

In Hollywood Thursday, Mr. Gross declined to put a dollar figure on Factor's advertising expenditures, which have been estimated at around $6 million a year, of which about $4 million is in tv. Besides *Bergen* and *Jill,* the company is spending about $1 million on spot television around the country.

Creme Puff, currently handled by Doyle Dane Bernbach, is being reassigned to Anderson-McConnell.

Mr. Gross said no decision has been made about future advertising for other products being handled by DDB. "We are going to be looking at agencies," he said, adding A-M probably will get a larger share of Factor advertising, but with a number of competitive products, the company will have at least two agencies.

The loss of Factor represents the largest block of business to leave Doyle Dane Bernbach since its formation in 1949. Five years ago, the agency resigned Necchi-Elna Sewing Machine Co., which subsequently went to Grey Adv. Doyle Dane Bernbach's most recent loss was the $500,000 Glim portion of the B. T. Babbitt account, which it resigned earlier this winter. Agency billings before the Factor loss were pegged at $20 million. But Maxwell Dane, the agency's vice president and general manager, noted that DDB would make a concentrated effort to recoup its loss by acquiring another cosmetics advertiser after the July 1 cutoff date.

Schwerin Says Context Counts In Commercial's Effectiveness

The commercial in the right context is what counts in tv but too many advertisers "think of their commercials in a vacuum," according to Horace Schwerin, president of Schwerin Research Corp., New York. Mr. Schwerin spoke before the Minneapolis Advertising Club.

The Schwerin firm pretests commercials with live audiences before the commercials go on the air. Mr. Schwerin noted that his firm's studies "repeatedly reveal that a commercial can be at least three times as effective in one context as in another." He thus allied himself with BBDO Executive Vice President Robert L. Foreman who last month before a Radio & Television Executives Society group in New York contended that a commercial's sales effectiveness changes radically when moved to different type programs.

The advertiser's vacuum approach, according to Mr. Schwerin, makes him liable to failure in obtaining maximum sales benefits from program sponsorship, is responsible in part for a trend toward a deterioration in program quality and variety and impairs an advertiser's ability or readiness to "ride out economic dips or recessions." He said "the stampede to westerns" was a case in point—"Excellent results can sometimes be obtained from sponsoring a western, but it is not the easiest type of show with which to harmonize your commercialism."

FC&B Makes Changes in Chicago

Key Chicago media department changes, including the appointment of John L. Rigotti as vice president in charge of media and research, were announced Wednesday by Foote, Cone & Belding. Mr. Rigotti continues as vice chairman of FC&B's Chicago plans board.

Edward M. Stern was promoted from media department manager to director of media and Robert E. Ryan, media supervisor, was named to succeed Mr. Stern. FC&B ascribed the realignment to the shift of Gordon F. Buck to the general management staff. Mr. Buck, vice president in charge of media, will supervise "several special projects." Eugene C. Pomerance continues as research director and Hugh A. Zielske as research department manager.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

April 1, 8 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

March 31, April 7 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

April 1-4, 7-9 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

April 1 (8-9 p.m.) *The Eddie Fisher Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

April 2 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

April 3 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

April 3 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

April 5 (8-9 p.m.) *Perry Como Show,* participating sponsors.

April 5 (10:30-11 p.m.) *Your Hit Parade,* Toni through North and American Tobacco through BBDO.

April 6 (2-4 p.m.) *NBC Opera Company,* sustaining.

April 6 (7-7:30 p.m.) *My Friend Flicka,* sustaining.

April 6 (8-9 p.m.) *Steve Allen Show,* Greyhound Corp. through Grey Adv., U.S. Time Corp. through Peck Adv. and S. C. Johnson & Son through Needham, Louis & Brorby.

April 6 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

April 8 (8-9 p.m.) *The George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

April 9 (9-10 p.m.) *Swing Into Spring,* Texaco through Cunningham & Walsh.

Alabama's Oldest Station

ALABAMA'S *NEWEST* PROGRAMS

Owen Spann—
"The Morning Man"

His trigger-fast wit and sparkling imagination make Owen Spann's popularity inevitable.

And when you combine Spann's personality with the finest in recorded music, gag lines delivered by Spann's alter ego—John Q. Pixie, and weather information discussed by another Spann character—LaRue Coldfront, you've got top-flight entertainment with a *personal* touch . . . you've got Spann "The Morning Man"—an ideal sales vehicle for *your* clients' products.

Witty Leland Childs is host to "The Early Risers' Club" and greets the vast early morning audience with music and news on "Hi Neighbor."

Attractive Barbara Bender chats with the ladies and sings sweetly as co-emcee and vocalist on "Breakfast At The Tutwiler."

Personable Jim Lucas charms the ladies having "Breakfast At The Tutwiler" and entertains all on "The Jim Lucas Show."

Incomparable Dave Campbell airs listeners' quips and comments on his popular, award-winning program, "The People Speak."

RADIO fans know Tom Hamlin as the fellow who calls the Auburn football and basketball games and reports on "Spectator Sports."

WAPI Birmingham

The **NEW** Voice of Alabama

sister station to **WABT,** Alabama's Best in Television

Represented nationally by
HENRY I. CHRISTAL

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

AVAILABILITY, ANYONE? • Technical Tape Corp., N. Y., extending two-for-one promotion drive (two rolls of Tuck Tape for price of one) in radio-tv spot for second quarter of 1958 with appropriation of $225,000. Product Services Inc., agency, now seeking availabilities in eight major markets for local tv, and 250 radio stations in medium and smaller markets. Appropriation also includes 14-week renewal on NBC-TV's *Jack Paar Show*.

TRAVEL TOPICS • American Export Lines, N. Y., breaking first major broadcast campaign early in May when its agency, Doyle Dane Bernbach, N. Y., places spot radio drive on foreign language stations in New York, Chicago, Toronto and perhaps Boston. Move seeks to bolster tourist traffic to Mediterranean "sun lane."

SUMMER SUBS • General Foods, N. Y., reportedly ready to sign contract for sponsorship of Talent Associates' new series *Too Young to Go Steady* as summer replacement for *December Bride* on CBS-TV. If program is summer success advertiser would hold on to it. GF has bought re-runs of *I Love Lucy* for summer replacement of *Danny Thomas Show* on CBS-TV. Benton & Bowles, N. Y., is agency.

RADIO SPOTS IN MIDWEST • Cities Service Oil Co., N. Y., launching spot radio campaign today (Monday) in 30 midwest markets and continuing for 34 weeks. Agency: Ellington & Co., N. Y.

ORDERING FOR APRIL • Lever Bros. (Imperial margarine), N. Y., has been active in placing late April orders for IDs in certain radio markets. Imperial is strong in radio spot in selected markets in South. Foote, Cone & Belding, N. Y., agency for Imperial, would not confirm Friday whether orders are part of new campaign expansion of usual lineup or adjustment of schedule.

13 WEEKS IN SPOT • Stevens Hair Lotion, N. Y., launching spot drive today (Monday) in 19 tv and four radio markets for 13 weeks. Six spots weekly in each market will be used. Agency is J. J. Coppo Co., N. Y.

REPEAT CAMPAIGN • Best Foods (Hellman's mayonnaise), N. Y., which ran radio spot campaign mid-March of last year in several markets, is set to conduct similar drive this spring in late April. Dancer-Fitzgerald-Sample, N. Y., is agency.

EIGHT FOR EIGHT • E. F. Drew & Co., N. Y., (Tri-Nut margarine), launching eight-week tv spot drive in eight markets starting April 7. Agency: Donahue & Coe, N. Y.

STERLING CHOICE • Sterling Drug Inc., N. Y., through Dancer-Fitzgerald-Sample, N. Y., has signed for one-half of MCA-TV's *Suspicion* on NBC-TV for 17 dates between April 14 and Sept. 15. NBC-TV also signed Procter & Gamble Co. (Grey Adv.) and Bell & Howell Co. (McCann-Erickson) for part sponsorship of Monday night series on number of *Suspicion* programs in late April and May [ADVERTISERS & AGENCIES, March 24]. Sterling Drug reported last week that 1957 profits had risen 11.2% last year to new high of $18.8 million. Net earnings rose 11.5% to $37 million. Much of Sterling's success during fourth quarter in particular was attributed to Asian flu epidemic when Sterling boosted its spot tv budgets by a considerable amount. Medicinal preparations accounted for 77.8% of Sterling's total consolidated sales (including subsidiaries).

NETWORK ACTIVITY • CBS Radio reported new business amounting to $1 million last week, including first use of that network for Beech-Nut Baby Foods, Port Chester, N. Y., which, through Young & Rubicam, N. Y., has bought 10 weekly five-minute units of CBS Radio's daytime serials for 39 weeks starting Wednesday. Ex-Lax Inc., Brooklyn, N. Y., through Warwick & Legler, N. Y., has signed for 11 weekly "Impact" segments for 52 weeks, starting today (Mon.). Hearst Publications Corp., N. Y., through Grey Adv., N. Y., has bought ten 7½-minute units of daytime serials between April 17 and 21.

TAKES HOPE • Consolidated Cigar Co., N. Y. (Dutch Masters cigars) will sponsor *Bob Hope Show* filmed in Moscow on NBC-TV April 5. Agency is Erwin Wasey, Ruthrauff & Ryan, N. Y.

CTPN PARTICIPATION • Roma Lind Inc. (cosmetics), is participating in *Ladies Fair* on CBS Television Pacific Network, Mon.-Fri. 8-9 a.m., through Sales Advertising Agency, Gardena, Calif.

CARPET COVERAGE • A. & M. Karagheusian (Gulistan carpets,), N. Y., will sponsor 50 "Bob & Ray" segments on NBC Radio's *Monitor* 10 times each weekend between April 12 and May 11. Each segment will allow one-minute cut-in commercial for

SLM MOVES INTO NEW QUARTERS

Stromberger, LaVene, McKenzie, Los Angeles, last week moved into its new 9,000-square-foot offices on the 12th floor of the new Tishman Building at 3325 Wilshire Blvd., a far cry from the 700 square feet of office space the three partners rented from their attorney when they went into business 3½ years ago.

Then they had no business, no employes. Now their billings are $4.5 million a year; their payroll roster has 55 names on it. Then, they had no radio-tv accounts or personnel. Now the broadcast media account for about 35% of all billings and Harmon O. Nelson, vice president and radio-tv director, heads a busy department whose chief clients are currently General Petroleum Corp., Plymouth Dealers Assn. of Southern California, Coast Federal Savings and General Electric Appliance Co. Pacific Ocean Park, a new account, is also expected to be a heavy user of radio and tv advertising.

SLM hired 11 employes and billed $120,000 during its first three months in business, the last quarter of 1953. In 1954 billings were $1,250,000; employes totaled 22. Figures rose to $2.5 million and 27 employes in 1955, $3 million and 37 employes in 1956, $4 million and 52 staffers in 1957.

In January 1954, SLM moved to Lafayette Park Place, where the agency progressively occupied more and more space to accommodate its expanding staff. Now, in their second move, the partners feel they are set for the foreseeable future, since a sublease arrangement gives SLM control over several thousand additional square feet making up the balance of the floor of the Tishman Building.

LAYOUT *of new quarters of Stromberger, LaVene, McKenzie, Los Angeles, is inspected by veterans of agency's early days. L to r: writer-editor Frank Howe; A. E. Jack Leener; Art Director Joe Franz; President Ted Stromberger, and Vice Presidents Hays Busch, Norv LaVerne and Don McKenzie.*

FROM THE
Capital of Penna.
ONE MILLION WATTS
abc
television network
Key Station in Central Pennsylvania
HARRISBURG'S
No. 1 STATION
ARB NOV '57
ARB FEB. '58
Lewisburg
Sunbury
Shamokin
Lewistown
HARRISBURG
Reading
Lebanon
Shippensburg
Chambersburg
Gettysburg
York
Lancaster
CHANNEL
27
WTPA
TELEVISION
HARRISBURG
REPRESENTED BY
HARRINGTON, RIGHTER & PARSONS, INC.

local dealers following Gulistan message. Agency is Fuller & Smith & Ross, N. Y.

FINAL LINEUP • Consolidated Cigars Sales Co. (Dutch Master cigars), N. Y., has signed as co-sponsor of final *Bob Hope Show* of this season over NBC-TV on April 5 (9-10 p.m.). Show will include film on Mr. Hope's recent visit to Moscow. Agency: Erwin Wasey, Ruthrauff & Ryan, N. Y. Johnson Motors Div. of Outboard Marine & Mfg. Co. was previously announced as co-sponsor.

RETURN ENGAGEMENT • U. S. Time Corp. (Timex watches), will present its second *Timex All-Star Jazz Show* on CBS-TV April 30, 10-11 p.m. CBS personality Garry Moore will host show which will feature Louis Armstrong, Erroll Garner, Chet Baker, Gerry Mulligan, Gene Krupa, Jack Teagarden and others. Agency is Peck Adv., N. Y.

FALL RENEWALS • Seven-Up Co., St. Louis, renews *Zorro* (Thurs. 8-8:30 p.m.) on ABC-TV for 52 weeks, effective this September. Agency: J. Walter Thompson Co., Chicago.

AC Spark Plug Div. of General Motors Corp., Flint, Mich., renewed co-sponsorship of *Zorro* for 1958-59 season. AC's agency is D. P. Brother, Detroit. Miles Labs, Elkhart, Ind., announced renewal of segment of ABC-TV's *Mickey Mouse Club* (Mon.-Fri. 5:30-6 p.m.) for fall season. Geoffrey Wade Adv., Chicago, is agency.

LOVE LIFE MORE • Whitehall Pharmacal Co., N. Y., and Procter & Gamble, Cincinnati, expand their sponsorship of CBS-TV's weekday serial *Love of Life* when program is extended to half hour (12-12:30 p.m.) April 14. Whitehall is M-W-F sponsor, while P&G sponsors Thursday, alternate Tuesdays. Agencies: Ted Bates & Co., N. Y., Whitehall; Tatham-Laird, Chicago, P&G.

QUIZ FANS • Toni Div. of Gillette Inc. (Self home permanent), Chicago, has signed to sponsor CBS-TV's *Wingo* (Tues. 8:30-9 p.m.) beginning with debut of new quiz show April 1. Contract for 52 weeks was placed by North Adv., Chicago.

BACK WITH BOONE • Chevrolet Motor Div., General Motors Corp., Detroit, renewed sponsorship for *Pat Boone Chevy Showroom* (Thurs., 9-9:30 p.m.) for 1958-59 season on ABC-TV. Campbell-Ewald Co., N. Y., is agency.

PLAYING THE GAME • Brown & Williamson Tobacco Corp., Louisville, Ky., effective March 29 started *Top Dollar* (based on game of Ghost) on CBS-TV Saturday 8:30-9 p.m. Ted Bates & Co., N. Y., is agency.

COMO CONTINUED • American Dairy Assn. has renewed sponsorship of *Perry Como Show* on NBC-TV for 1958-59, with firm 34-week contract and option to sponsor remaining 18 weeks. Agency: Campbell-Mithun, Chicago.

ALL IN WEEKS WORK • New business and renewals amounting to more than $4 million in gross billing on NBC-TV daytime programs was reported last week by network. Topping activity was 52-week order from General Foods Corp., White Plains, N. Y., for alternate-week, quarter-hour segments on *Tic Tac Dough*, *Treasure Hunt*, and *Truth or Consequences*. All start April 19.

Other new advertisers are Dow Chemical Co., Midland, Mich., through MacManus, John & Adams, Bloomfield Hills, Mich., for alternate-week, quarter-hour sponsorship of *Treasure Hunt* and *The Price Is Right* for 13 weeks, starting April 10, and S. C. Johnson & Son, Racine, Wis., through Needham, Louis & Brorby, Chicago, for sponsorship of 10 Monday quarter-hour segments of daytime shows during April and May.

Renewal business came from Lever Bros., N. Y., through BBDO, N. Y., for four alternate-week quarter-hour segments in *The Price Is Right* for 52 weeks, starting April 28; Sterling Drug Co., N. Y., through Dancer-Fitzgerald-Sample, N. Y., for four alternate-week quarter-hours of *Modern Romances*, effective July 28, and Church and Dwight Co. (baking soda), N. Y., through J. Walter Thompson, N. Y., for an alternate-week quarter-hour segment of *Tic Tac Dough*, starting April 2.

SHARPSHOOTING • Continental Baking Co., N. Y., has renewed CBS Television Film Sales *Annie Oakley* in 80 tv markets, for third year of sponsorship. Renewal runs to 1959. Ted Bates & Co., N. Y., is agency.

REDLEGS WRAP-UP • WSAZ-TV Huntington-Charleston, W. Va., will carry Cincinnati Redlegs baseball games for eighth year. Station will air 25 games from Cincinnati, other National League parks, starting with opening game April 15. Signed as sponsors, according to station, are Hudephol Brewing Co., Ford Motor Co. and Standard Oil of Ohio.

BREWER AT BAT • Adolph Coors Co. (Coors beer), Golden, Colo., through Revill J. Fox, Denver, has signed to sponsor full schedule of Denver Bears baseball team on KLZ Denver. Station will broadcast live at-home and away games of American Assn. team.

TWO-WAY BUDGETING • Cracker Jack Co., Chicago, through Leo Burnett Co., that city, has launched network and spot tv campaign for Cracker Jack and Campfire marshmallow products. Company bought *The Lone Ranger* on ABC-TV (Sun., 5:30-6 p.m. EST) on alternate weeks and is running spot tv schedule in key children's programs in about 18 cities for its Cracker Jack, plus use of print media for Campfire. Campaign, described by firm as "biggest in its history," got underway earlier this month.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 124,216,000 people in the U. S. over 12 years of age during the week March 16-22. This is how they spent their time:

72.3%	(89,808,000) spent	1,886.0 million hours	WATCHING TELEVISION
59.2%	(73,536,000) spent	1,050.1 million hours	LISTENING TO RADIO
82.9%	(102,917,000) spent	429.4 million hours	READING NEWSPAPERS
32.9%	(40,867,000) spent	189.9 million hours	READING MAGAZINES
23.9%	(29,367,000) spent	335.1 million hours	WATCHING MOVIES ON TV
25.0%	(31,056,000) spent	120.7 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of March 1, Sindlinger data shows: (1) 107,579,000 people over 12 years of age see tv (86.6% of the people in that age group); (2) 41,671,000 U. S. households with tv; (3) 45,764,000 tv sets in use in U. S.

Dairy Assn. Heavy in Radio-Tv

Radio-tv absorbs 60% of the current outlay of advertising expenditures by the American Dairy Assn., it was revealed at the association's annual meeting in Chicago March 19-20. The percentage approximates $3 million of the $5,005,000 allocated for consumer media. Although Lyman McKee, American Dairy president, has called for an even "stronger sales promotion program" this year, renewal of daytime participation on NBC Radio is yet to be decided. The association also is a participating sponsor of the *Perry Como Show*.

"Thanksgiving in APRIL?"

Yes, in April. Because in April, just 25 years ago, John Blair & Company began its work in radio station representation.

The intervening years have been years of Growth.

Growth in offices, from one to ten.

Growth from zero to multi-millions in volume.

Growth in advertiser-service, where we have led in establishing departments in Sales Development, in Research, in Station Operations and in Industry Promotion.

Growth in station-list, to a group of stations and markets recognized as the strongest served by one representative firm.

So April of 1958 seems a most appropriate time for Thanksgiving—

for putting on record our deep and sincere thanks to advertisers and their agencies who give Spot Broadcasting a continually greater responsibility for building sales—

and to the management and personnel of the stations named below, whose close and effective cooperation has made our growth-record possible.

John Blair

President, John Blair & Company

JOHN BLAIR & COMPANY

WTRY—Albany-Schenectady-Troy
WFBR—Baltimore
WNBF—Binghamton
KFYR—Bismarck
KIDO—Boise
WHDH—Boston
WLS—Chicago
WCPO—Cincinnati
WBNS—Columbus
KLIF-KFJZ—Dallas-Ft. Worth
KTLN—Denver*
WXYZ—Detroit
KFRE—Fresno
KILT—Houston
WIBC—Indianapolis
*Effective 5/1/58

WJAX—Jacksonville
WHB—Kansas City
WNOX—Knoxville
KFWB—Los Angeles
WKLO—Louisville
WMC—Memphis
WQAM—Miami
WDGY—Minneapolis-St. Paul
WSM—Nashville
WDSU—New Orleans
WABC—New York
WGH—Norfolk
WOW—Omaha
WDBO—Orlando
WFIL—Philadelphia

KOY—Phoenix
WWSW—Pittsburgh
KGW—Portland
WPRO—Providence
KTSA—San Antonio
KGO—San Francisco
WSAV—Savannah
KING—Seattle
KEEL—Shreveport
KXOK—St. Louis
WFLA—Tampa-St. Petersburg
KRMG—Tulsa
WWDC—Washington
WWVA—Wheeling
KFH—Wichita

A report from the cross roads

In our office files are letters from competent broadcasting executives who want to expand their holdings, step up to larger properties or become buyers for the first time.

Also in the files is correspondence with station owners who would consider selling to a qualified individual or group. They set forth specific conditions to guide us.

Our job is to match up these situations—trying to fit them together in acceptable and appropriate patterns —and doing it with dignity.

Regardless of your problem, the chances of a satisfactory solution are increased by calling on our resources.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**

N. Y. Art Directors Plan Creativity Study at Exhibit

The theory of creativity will be explored in depth during Visual Communications Week, April 1-10, it has been announced by the Art Directors Club of New York, sponsor of the annual event. The opening event of the program is the 37th annual Exhibition of Advertising & Editorial Art & Design awards luncheon.

The exhibit opens tomorrow (Tuesday) at the Waldorf Astoria Hotel in New York and will run through April 10. Out of 12,000 entries, 467 are to be placed on exhibit. Of particular interest this year as in past years is the tv art classification, grouped into three classes: design of complete unit (promotional), design of complete unit (show titling) and advertising art. Also shown are the top network promotional kits, brochures and mail pieces.

On April 2-3, the club sponsors the third communications conference consisting of speeches, panel sessions and informal discussion. Among those to address the nation's agency art directors: Remus A. Harris, Colgate-Palmolive Co.; Walter J. Friess, and Joseph A. Anderson, General Motors' AC Spark Plug Div.; psychiatrist Dr. Gregory Zilboorg; tv star Victor Borge; George Avakian, former Columbia Records executive, and jazz musician Eddie Condon.

The conference heads include Paul Smith, president, Calkins & Holden, New York; Walter Grotz, art director of McCann-Erickson's Marschalk & Pratt Div. and president of the ADC, and Grey Adv. Art Supervisor Lester Rondell.

Parkson De-Specializes Buying

Parkson Adv., New York, is instituting all-media buying. Buyers no longer will specialize in either print or broadcasting but will be responsible for both, according to President Ted Bergmann. In the reorganization, Frederic Apt remains as media director; Herbert Gruber becomes associate media director, Ruth Bayer, all-media buyer, and Gerald Levey, assistant to associate media director. Parkson handles advertising for Pharmaceuticals Inc. About 80% of the agency's billing is in radio-tv, predominantly network television.

A & A SHORTS

Wexton Co., N. Y., has announced new address, effective today (Mon.) when it moves into expanded quarters at 444 Madison Ave.

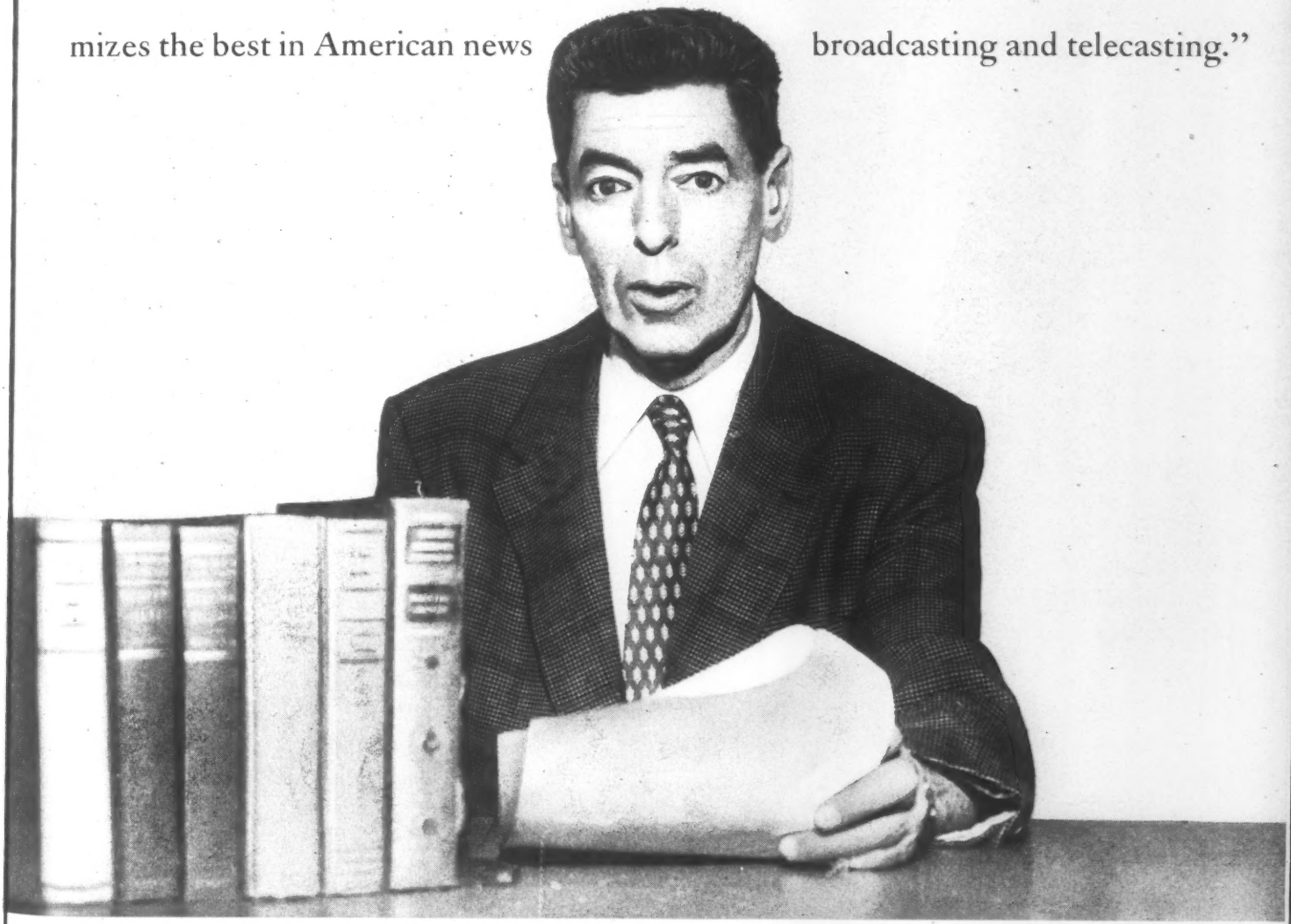
Nides 'Crane' Adv. has changed its name to Nides 'Cini' Adv. with appointment of **Zelda G. Cini,** account executive, to vice president. Name change is accompanied by new telephone number: Oleander 5-7207. Address remains 8620 Wilshire Blvd., Beverly Hills, Calif.

AGENCY APPOINTMENT

Delson Candy Co., (Merri-Mints, Thin mints), N. Y., names H. B. Humphrey, Alley & Richards, that city.

DuPont Citation to CLIFTON UTLEY of WMAQ and WNBQ, Chicago:

"Cited for his authoritative, intelligent, responsible and literate reporting and analysis of public affairs in both radio and television. Insistent always on distinguishing between fact and inference, he couples fluent delivery with minute detail and orderly sequence, and the result is an analysis of current affairs that flows in logical order from primary thesis to conclusion. Refusing to oversimplify the complex, or to over-inflate the trivial and ephemeral, he epitomizes the best in American news broadcasting and telecasting."

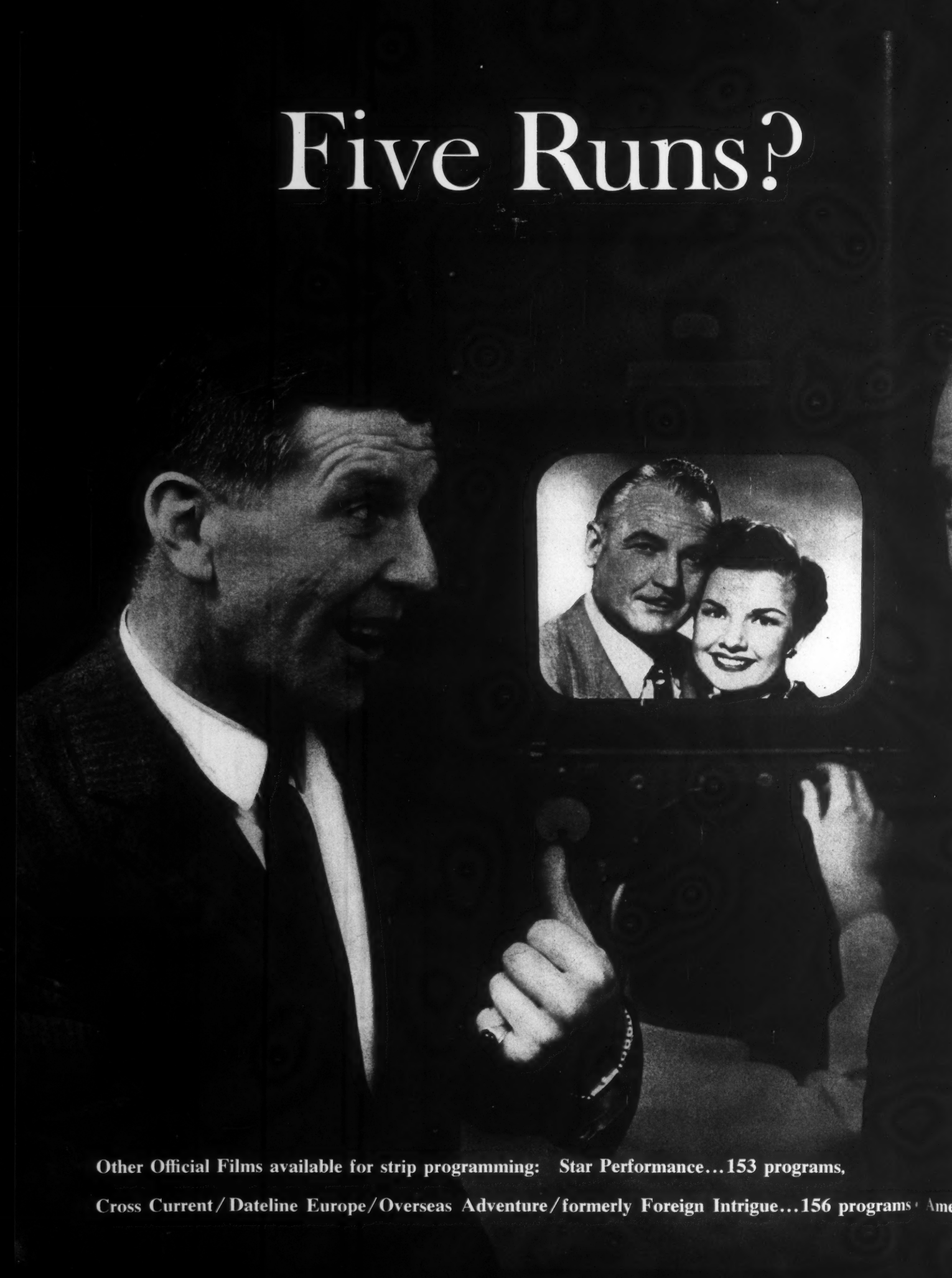


WMAQ and WNBQ salute Clifton Utley on this memorable achievement in the field of broadcasting journalism. It is added to the long list of awards, longer than that of any other Chicago station, presented to WMAQ and WNBQ in recognition of their regular offerings—which have set the standard for entertainment and service in the Midwest.

WMAQ-WNBQ REPRESENTED BY NBC SPOT SALES

THE LEADERSHIP STATIONS IN CHICAGO RADIO AND TELEVISION

Five Runs?



Other Official Films available for strip programming: Star Performance...153 programs,

Cross Current/Dateline Europe/Overseas Adventure/formerly Foreign Intrigue...156 programs • Ame

YES!

s American Legend...80 programs

even six for MY LITTLE MARGIE

174 stations have made tremendous profits with strip programming! Even in its fourth, fifth, sixth — or seventh run, "My Little Margie" has topped leading network, syndicated and local shows...a top money-maker for every station that has bought it. 126 sparkling episodes available.

Ratings prove "My Little Margie" is still No. 1!

Houston-Galveston . . . 6:00 PM . . . 23.8 A.R.B. . . . 5th Run
Against "World At Large" / "Newsreel" Av. **14.7,**
"TV News" & "ABC News" **11.2**

New Orleans . . . 4:30 PM . . . 22.1 A.R.B. . . . 4th Run
Against "American Bandstand" **12.4,** "Four Most Features" **8.1**

St. Louis . . . 4:30 PM . . . 18.2 A.R.B. . . . 4th Run
Against "Gil Newsome" **3.7,** "Do You Trust Your Wife?" **3.5**

Birmingham . . . 5:00 PM . . . 18.3 A.R.B. . . . 3rd Run
Against "Fun at Five" **12.0**

Buffalo . . . 10:00 AM . . . 13.5 A.R.B. . . . 4th Run
Against "Garry Moore" **6.1,** "Arlene Francis" **.7**

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SPECIAL REPORT

THE HIGH COST OF BEING INVESTIGATED

Washington's investigations in the broadcast field are costing millions of dollars a year.

They are taking the time of hundreds of people, in and out of government.

Work of the FCC is slowed to a walk; its morale is low.

Two investigations have been endowed with heavy grants:

• The House Legislative Oversight Subcommittee probe of federal agencies, concentrating on the FCC, has spent half its $250,000.

• The FCC network study (Barrow report) has used up a special $221,000 appropriation and is dipping into current Commission funds.

Committees, subcommittees, commissions, select committees and special investigators range over, across and under the same territory. Often they are chasing the same information and inferences.

Broadcasters are beating air and rail trails to Washington, devoting time, money and energy to the task of answering the same questions that were asked last year and the year before.

One network spent an estimated $12,000 in one week (man-hours and living costs) to put in an appearance at the FCC's network study hearing. It spent at least 10 times that much preparing for the appearance, starting last autumn when its staff experts and several expensive lawyers were assigned to the job.

This is one company and one week of one hearing.

A look into a single day's hearing before the Oversight Subcommittee shows an estimated cost of nearly $14,000 for government and industry.

Some of the current investigations are House Legislative Oversight Subcommittee, mostly covering the FCC to date; Senate Commerce Subcommittee studying Smathers bill (to bar broadcasters from engaging in music publishing or recording); Senate Commerce pay tv hearing and its allocations study (Bowles spectrum allocation inquiry); FCC Network Study (Barrow) and a federal grand jury. These are getting top billing in the headlines.

There are others, many others, scattered around Capitol Hill and Pennsylvania Ave. Still others are in the offing.

It adds up to a spring carnival of probes.

A check of participants in a recent day of hearings before the Harris investigating committee produced these estimates (based on 200-day working year):

Direct cost to government	**$7,475**
Cost to broadcasting industry	**6,000**

That's a one-day total of $13,475, broken down this way:

GOVERNMENT:	
11 Subcommittee members @ $125	**$1,375**
6 FCC Commissioners @ $100	**600**
6 Committee staffers @ $50	**300**
15 FCC staff participants @ $50	**750**
Other federal observers	**150**
Transcript	**300**
Pro-rated cost-per-hearing-day (1/30th of $120,000 spent to date)	**4,000**
Estimated Total	**$7,475**
INDUSTRY:	
15 Broadcasting industry observers	**$2,000**
Their expenses (travel, etc.)	**2,000**
20 Communications lawyers	**3,000**
Estimated Total	**$6,000**

Applying this formula, based on pay-per-day of participants and observers, produces a staggering figure for one of the early days of the FCC's network study hearing that opened in early March:

FCC (6 Commissioners, 15 staffers)	**$1,350**
Industry	**15,000**
Estimated Total	**$16,350**

This figure does not include the money spent by the Barrow Committee in conducting its study; the FCC staff time involved; the months of industry time spent in preparing for the hearings. It doesn't include the

cost of several hundred pages of transcript.

One industry participant in the Barrow hearing spent $3,650 between a Friday afternoon and Monday morning for stenographic and mimeographing costs incidental to its statement before the Barrow hearing.

A network executive broke down the cost of one week of his network's participation in the Barrow hearing this way:

Time of personnel at hearing	$10,000
Travel (New York) and cabs	500
Hotels	1,000
Miscellaneous	500
Total for week	$12,000

In addition there was the cost of an outside law firm. Communications lawyers come high—anywhere from $150 up to $500, and in one case $1,000, per day, plus expenses. Five months had been spent preparing for the appearance.

On one of the early days of the Barrow hearing there were at least 100 industry executives attending, plus half that many lawyers, six FCC commissioners, a score of FCC staff people, and such routine people as reporters, photographers, errand boys and observers.

Take a day in mid-March—Thursday, the 13th, a snowy day one week away from a spring that seems far away. Four full-blown investigations going on, all at once:

(1)—Harris FCC study

(2)—Senate Commerce Subcommittee on the Smathers Bill

(3)—Roosevelt ASCAP probe

(4)—FCC Barrow hearing

Each of these important investigations seriously affected the operation of the broadcasting industry. Each required expensive appearances by witnesses from distant points, plus counsel, industry observers and, of course, the lawyers—including one nationally known barrister who gets $1,000 a day and another who commands $500.

These probes can strike at the heart of the broadcasting business through laws, regulations and consent decrees. They offer potential damage to the major networks. So it's understandable why vast business enterprises must pay well for legal advice when their commercial lives are at stake.

An eight-armed accountant with four Univacs, trying to estimate the cost factors in these four hearings, would have these items to consider: Three television and four radio networks; House Commerce Committee; House Select Small Business Committee; FCC; Senate Commerce Subcommittee; NAB; ASCAP; BMI; broadcast station participants; minimum of 50 lawyers; Dept. of Justice Antitrust Div. and FBI; Songwriters Protective Assn.; hotels; railroads; airlines; taxicab operators; Ward & Paul stenographic firm; a dozen consulting engineers; 75 newspaper, press association and trade magazine reporters and photographers.

All this in one day.

How about these four investigations? What are they doing to promote the public welfare?

The Harris study has uncovered the financial manipulations of FCC Comr. Richard Mack, sparking inferential character assassination that has almost destroyed the FCC as an effective arm of government. Its long range goal is more efficient operation of federal agencies in the public interest. This may be achieved if it can overcome the handicap of the Bernard Schwartz head-crushing and headlining tactics.

Recently this subcommittee has been covering ground long since covered by the House Judiciary Committee, the Senate Commerce Committee and the Barrow report. The Barrow report covered much of the same ground as these and other investigations of past years.

The Senate Commerce subcommittee, headed by Sen. John O. Pastore (D-R. I.), has been mired in spiteful testimony by ASCAP members who have appeared under the banner of Songwriters Protective Assn. on behalf of the Smathers Bill. Their testimony has been based on five years of the same stuff, taken from hearings before a federal court master who has twice warned that SPA must not try its $150 million suit against BMI in public print.

This hearing isn't even at the half-way point. About 80 witnesses will testify this spring against the Smathers Bill.

The ASCAP probe conducted by Rep. James Roosevelt (D-Calif.), chairman of the Small Business Committee, has concentrated on one subject—ASCAP's treatment of its member composers, writers and publishers, particularly smaller members not in a purported "power house." The testimony will be delivered this week to the Dept. of Justice by Chairman Roosevelt. The department is considering the possible need of rewriting the ASCAP consent decree, should it find flaws in ASCAP's operation.

The overlapping of questions and witnesses goes on and on.

Last week FCC Comr. Rosel H. Hyde was on the stand at the Oversight investigation. He had explained and re-explained time after time that cases often move slowly through the FCC for three reasons—the protest provisions of the Communications Act, the Administrative Procedures Act and federal court decisions; not including the days lost in Capitol Hill appearances.

Near the end of the third day, a subcommittee member profoundly observed to Comr. Hyde, "The Commission is lost in its own red tape."

Besides his repeated explanations of FCC problems, Comr. Hyde was questioned about industry business and social meetings where he made talks, answered questions, sipped unfortified ginger ale and shook hands.

At a recent afternoon Commission meeting, following a morning in committee, a member surveyed the pile of dockets and is quoted as saying, "How trivial all this seems after this morning."

The record of the Harris probe is now over the 3,500-page mark. The subcommittee gets a dozen copies of each page, probably paying around $1 or $1.25 per dozen or perhaps $3,500 for the transcript of testimony to date.

Industry interests buy up to a dozen or so transcripts of a hearing of this type, paying 50¢ per page delivered the next morning or anywhere from $1 to $2 per page for hot copies the same day.

This runs into money when several investigations are running simultaneously.

One of the more expensive hearings, on pay tv, was held in January with Rep. Oren Harris (D-Ark.) presiding as chairman of the full House Commerce Committee. Three network presidents, accompanied by staff executives, testified in opposition to pay tv. Preparation of their statements involved plenty of time and money. This ground has been covered many times in official Washington. Several high-priced lawyers testified on behalf of pay tv. The committee room was packed with proponents and opponents of pay tv plus public relations people.

An important result of the committee's study: It told the FCC to hold up proposed pay tv tests until Congress decides whether FCC has the power to conduct such tests.

The Senate Commerce Committee has three pending bills that would ban pay tv and plans to hold hearings in the near future. The committee also is considering a Capitol Hill perennial—a bill to bar advertising of alcoholic beverages in all media. Sen. William Langer (R-N. D.) is author of the bill, widely regarded as a foot-in-the-door device looking toward a return of national prohibition. Hearings are scheduled for April 14.

The same committee starts hearings April 24 on a bill that would grant each

BY GREYHOUND TO THE YMCA

Members of the FCC face a financial dilemma as the NAB Los Angeles convention approaches, thanks to the nickel-shooting queries of the Harris subcommittee into their travel expenses.

Conflicting rulings of the U. S. comptroller general's office indicate that:

(1) A Commissioner can collect his $12 per diem even if his hotel bill is paid by industry.

(2) A Commissioner can't collect his $12 per diem in this case. He'd be violating a law.

(3) Maybe he can and maybe he can't collect.

A suitable hotel room, single, at the Biltmore or Statler Hotel in Los Angeles will cost at least $10 a day. That leaves $2 for tips, breakfast, luncheon, dinner, bedtime snack, entertainment and other items befitting the public appearance of a high government official.

The hotels have cheaper rooms, but clerks often explain they are fresh out of $7 outside rooms.

A generous Uncle Sam will pay travel expenses for Commissioners. The NAB normally would be happy to pay hotel costs of government guests who appear on the program. This year it's a problem.

It may even be a problem whether NAB can give free registration (with luncheon and banquet tickets) to FCC members and department heads who take part in the program.

Fortunately FCC Chairman John C. Doerfer is giving his convention address the morning of April 29 instead of at the opening luncheon, so he won't have to buy his own chicken a la king and peas before making the speech.

state up to $1 million for educational television stations and networks. Chairman Warren G. Magnuson (D-Wash.), is author.

Still another investigation of the FCC is being agitated by Sen. Wayne Morse (D-Ore.) After eight weeks of hearings before the Senate Labor & Public Welfare Committee on education bills, he demanded that the committee conduct an FCC inquiry to find out why more channels haven't been awarded educational tv stations. The committee staff is looking into the matter.

There's a potential hearing in the works at the Senate Commerce Committee, based on the report by Edward L. Bowles, chairman of a special group that has conducted an allocations study for Chairman Magnuson. The study went slightly astray, venturing into economics and sociology. The project started in June 1955. After 2½ years it has come up with some recommendations and an array of dissenting opinions. In the main, the proposed study would involve a classified investigation of the entire spectrum; an independent look into uhf-vhf allocations, yet another FCC investigation.

These investigations could eat up a million dollars in a hurry and further upset the processes of legislation and regulation.

About two days of FCC time have been consumed since January by testimony before the House Appropriations Committee. The Commission took this assignment in stride, judging by the committee's report.

This brings up another phase of Washington investigations—committee reports. These involve weeks and often many months of preparation. They appear in a buff jacket surrounding at least inch-thick text and sometimes two or more volumes.

The problem of making public the proceedings of government agencies has been reviewed in recent months by a House Government Operations Committee headed by Rep. John E. Moss (D-Calif.). The committee is considering legislation that would give department heads authority to set up their own rules on the use of public records. Hearings were held in February. The legislation would remove some government secrecy.

A hearing was held March 6 by the Senate Constitutional Rights Subcommittee, covering the same ground as the Moss committee.

A Senate Judiciary Subcommittee held a brief hearing on legislation making it a crime to attempt illegally to influence the FCC and other regulatory agencies.

And for some weeks a federal grand jury in Washington has been probing the FCC's handling of the Miami ch. 10 grant, and the Pittsburgh ch. 4 case, looking into allegedly improper efforts to influence the Commission and other angles.

Little wonder CBS ran up a $207,000 bill with one law firm in 1957. And it uses two firms to handle its commercial and governmental legal relations.

The spring rash of probes, snoopings and legislative studies is under way. Legislators and regulators are preening their vocal chords. Prospective witnesses are loading up on tranquilizers. Broadcasters are eyeing their budgets.

Taxpayers must be wondering if the high cost of investigations will ever be investigated.

GOVERNMENT

CROSS UNDERGOES SENATE QUIZ

• Committee's queries friendly but searching in two-hour session

• FCC nominee expounds on 'gifts,' DBA plea, pay tv, other views

John S. Cross, nominated to succeed former Comr. Richard A. Mack as a member of the FCC, was questioned for almost two hours last Wednesday by virtually the full 13-man complement of the Senate Commerce Committee.

Questioning was intensive but friendly.

After the hearing, Sen. Warren G. Magnuson (D-Wash.), chairman of the committee, announced that a vote on Capt. Cross' confirmation is expected to come at the committee's April 16 meeting.

Mr. Cross, an Arkansas Democrat, was nominated by President Eisenhower early this month [GOVERNMENT, March 17] to serve the remainder of Mr. Mack's term, to June 30, 1962. He was endorsed by both Arkansas senators. Mr. Cross was born in Birmingham, Ala.

CROSS EXAMINED

The committee hammered at the 53-year-old State Dept. Telecommunications Division assistant chief on his attitudes toward:

- Gifts and favors from industry, and pressures and inquiries from congressmen and from the White House.
- The request by daytime broadcasters to the FCC to be permitted to extend their hours of operation, and the decade-old clear channel case.
- Newspaper ownership of tv stations.
- Educational tv and pay tv.

Under repeated interrogation by senators, Mr. Cross maintained steadfastly that he "wouldn't take very kindly" to any attempt to pressure him on his vote.

He said he felt "very strongly" about receiving favors or gifts from industry representatives.

"It's not so much what might result," he said, "but what people might think."

He also declared that the matter of accepting expense money from industry and also charging the government a *per diem* is a matter for individual conscience—but, he added, "it wouldn't sit right with me. I couldn't do it."

He stated that the few times he had been offered honorariums he, and his superiors at the State Dept., had decided it would be "injudicious."

He agreed with Sen. John O. Pastore (D-R. I.) that it might be a good thing to revise the Communications Act to delete the provision permitting commissioners to accept honorariums.

But questions and answers on his feelings toward Congressional and White House pressures ranged far and wide.

Capt. Cross maintained he thought it proper for congressmen to inquire about the status of a case or ask for information in order to reply to constituents' inquiries, but, he added, he would "resent" any attempt to influence his vote. This was his attitude about White House interference, too, he said.

He also replied, in answer to other questions, that he was aware that the FCC is an "arm" of Congress and that he would have no partiality toward the State Dept. because of his 12 years' service there.

Pressed by Sen. Frank J. Lausche (D-Ohio) to express his sentiments on a commissioner's objectivity and non-partisanship, Mr. Cross quietly stated: "I would call 'em as I see them."

The most spirited and lengthy exchanges took place between Mr. Cross and Sens. Alan Bible (D-Nev.) and Ralph Yarborough (D-Tex.) on the petition by the Daytime Broadcasters Assn. to extend the operating hours of daytime stations.

Involved in this is the question of the U. S.-Mexican radio treaty and the clear channel case.

Mr. Cross made it clear he felt it is in the public interest to permit daytimers to increase their hours of operation, but, he added, the Mexican government has been adamant about permitting nighttime operation on the six Mexican clear channels. He disclosed that at one point in the 1956 negotiations with Mexico, the U. S. delegation offered a reciprocal arrangement whereby Mexican daytime stations could operate before local sunrise and after local sunset on U. S. clear channels if the Mexican government would agree to permit U. S. daytimers the same privileges.

Mexico was adamant in opposition to this Mr. Cross related.

He pointed out that the Mexican treaty, which is opposed by the DBA, involves only the six Mexican clear channels. The FCC could if it desired, he said, approve ex-

WORLD'S HIS APPLE

During his appearance before the Senate Commerce Committee last week on his nomination to be an FCC commissioner, John Cross presented an 11-page, single-spaced statement. After several pages of description of the work of the Telecommunications Div. of the State Dept., of which he is assistant chief, Mr. Cross declared: "After reading the above, I am almost overwhelmed at the extent of my activities." In reciting his war-time experiences as a Navy captain in charge of world-wide communications, Mr. Cross stated: "Therefore, few, if any, officers in communications had combined technical and administrative authority of such magnitude as mine."

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tended hours for daytimers on the 25 U. S. clears. Daytimers have asked to operate from 5 a.m. or sunrise, whichever is earlier to 7 p.m. or sundown, whichever is later. At present daytimers begin broadcasting at sunrise and cease at sunset.

The Commission has issued a notice of proposed rule-making on this petition and comments are due May 2.

Mr. Cross stressed that he was not committed on the daytime proposal because of his participation in the U. S.-Mexico negotiations.

He said that he thought that the daytimers were "misinformed"" in their opposition to ratification of the Mexican agreement.

Both that treaty and the 1950 North American Regional Broadcasting Agreement have been submitted to the Senate but have never been ratified.

Mr. Cross also disclosed that he had written to the FCC about clearing up the clear channel case before opening negotiations with Mexico, but that the Commission had not done so. This move would have strengthened the U. S. position, he said.

The clear channel proceeding began in 1945, when the Commission opened hearings to determine if any or all of the 25 U. S. Class 1-A channels should be duplicated and whether the present limit of 50 kw maximum permissible power should be raised to 750 kw. This proceeding is still pending an FCC settlement.

Radio frequencies are a "unique" resource, Mr. Cross said at one point, and the U. S. must sit down with other countries and work out conflcts. At another point in the proceedings, Mr. Cross told senators, "I'm a pretty tough negotiator."

On newspaper and multiple ownership, Mr. Cross said he shared the "normal American feeling" that monopoly is bad. But, he added, there is such a thing as benevolent monopoly, like AT&T.

He declared that he felt each case should be considered separately and on the record, and that he had no "preconceived" position. He said he saw nothing wrong in newspaper ownership of a tv station.

Of course, he concluded, the public should be given the benefit of many points of view if possible.

In answer to other questions, he said he would not let economics outweigh the public interest—which is "paramount." But, he continued, he would not like to see so many stations in one community that they all go bankrupt.

Mr. Cross told the senators that he is in favor of educational tv and that the burden of persuading him to approve a change of an educational station to commercial would be on the commercial interests.

He also said the pay tv question is an important one and that the FCC might do well to consult with Congress on this matter. He asserted that he thought the FCC had the power to make a policy determination on toll television, but that Congress had every right to indicate its views. He said he had an open mind on pay tv.

In answer to Sen. Magnuson's observation that commercial tv might benefit from a trade with the military (tv's uhf spectrum space for additional vhf bands now used by the military), Mr. Cross urged an "across-the-board" study of the radio spectrum by a high level official group authorized to check classified uses of the spectrum. Mr. Cross stated he long has been a proponent of better spectrum management, but that until a nationwide study is made, no one can tell what circuits are being used and how efficiently.

NO MONEY WORRIES

Maybe broadcasters ought to be regulated, like utilities, with a fixed rate of return. In this way they might give more attention to programs and less to making money.

That sentiment was baldly expressed by Sen. George A. Smathers (D-Fla.) last week during the Senate Commerce Committee's interrogation of John S. Cross to be an FCC commissioner.

Sen. Smathers' position was that by limiting the earnings of tv stations, broadcasters would be more interested in serving the public than in making a financial killing.

Mr. Cross did not give a direct answer to this point of view. He did state that he did not think the FCC or Congress should censor programs. The FCC nominee said he was partial to tv, but agreed that some tv programs are "pretty grim."

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HYDE'S STAND BEFORE HARRIS: 'I HAVE NO APOLOGIES TO MAKE'

- **Provides point-by-point answers to subcommittee**
- **Interim report on Miami ch. 10 case due this week**

The House Legislative Oversight Subcommittee last week continued to hold hearings on the FCC—but the emphasis shifted from the controversial Miami ch. 10 grant to official misconduct charges against present and former commissioners.

Comr. Rosel H. Hyde spent Tuesday, Wednesday and part of Friday on the witness stand defending his record against charges lodged by Bernard Schwartz, former subcommittee chief counsel. On the ch. 10 grant, Comr. Hyde said, "I did not feel at any time that I was under any pressure." FCC Chairman John C. Doerfer testified for three days on the subject early last month [GOVERNMENT, Feb. 10].

Comrs. Robert E. Lee and T. A. M. Craven and former Comrs. George C. McConnaughey, George Sterling, E. M. Webster and Frieda Hennock are scheduled to testify this week in subcommittee Chairman Oren Harris' (D-Ark.) all-out drive to complete this phase of the investigations prior to Congress' annual Easter recess, which begins Thursday.

Robert W. Lishman, the subcommittee's new chief counsel, sent a "bill of particulars" with specific charges to the present and former commissioners March 21. Comr. Craven was not on the original list of those charged with misconduct but received the bill of particulars and will be questioned about entertaining by the industry. Comr. Frederick W. Ford, appointed to the Commission last July, did not receive the Lishman communication and is not scheduled as a witness.

The instances of alleged misconduct primarily are based on fraternization with the industry and allowing industry groups to pay hotel bills for convention trips while at the same time collecting per diem compensation from the government.

Rep. Harris, openly piqued because of the time (seven weeks) devoted to the FCC's ch. 10 Miami grant to National Airlines' subsidiary, Public Service Tv Inc., promised night sessions this week, if necessary, to close the current hearing phase by Thursday.

Also promised this week is an interim report on the ch. 10 hearings. Professional staffers of the subcommittee's parent Interstate & Foreign Commerce Committee are in the process of drafting the report. It is expected to avoid controversial subjects in the hope it will receive unanimous approval of the 11-man subcommittee.

In all probability, Rep. Harris said, proposed legislation will be introduced with the release of the report. It is expected to cover the problem of attempts to influence the commissioners on pending cases and a code of ethics.

Mr. Lishman participated in the hearings for the first time last week, and conducted the preliminary questioning of the witnesses. His examination of Comr. Hyde was in direct contrast to the tactics used by Dr. Schwartz in questioning Comr. Doerfer.

On Monday of last week, Rep. Harris sent identical questionnaires to members of all six federal agencies under subcommittee jurisdiction asking their views on a possible code of ethics. The code would cover not only commissioners, but also agency staffers, attorneys practicing before the agencies, and members of Congress and the White House.

Rep. Charles A. Wolverton (R-N.J.), ranking minority member of the committee, Wednesday made four "suggestions" for consideration by the committee. They would make the attorney of record responsible for any ex-parte contacts by his client and recommend disbarment proceedings if any such contacts are made.

In a letter to Rep. Harris, George T. Baker, National president, last week again called for testimony before the subcommittee by several senators who have been mentioned in the ch. 10 proceedings "to account for their improper conduct."

Last Tuesday, a federal grand jury resumed investigations of the ch. 10 and Pittsburgh ch. 4 grants after a 10-day recess. The grand jury sessions are highly secret and no announcement of the course being followed has been made.

Just what course the subcommittee will follow after its return April 14 from the Easter recess has not been decided. The staff has been at work digesting material and leads on hand with an eye toward possible investigations of other comparative tv cases. The two most prominently mentioned have been FCC grants of Boston ch. 5 to WHDH-*Herald-Traveler* and Indianapolis ch. 13 to Crosley Broadcasting Co.

Many subcommittee members believe the commissioners have followed "patterns" in voting on contested cases and that a study of several decisions—although hearings probably will not be necessary in all cases—

RETURNING *to Capitol Hill last week on one of their many pilgrimages were (l to r) FCC Comrs. John C. Doerfer, Rosel H. Hyde, Robert E. Lee and Robert T. Bartley. This trip, as others this year* [GOVERNMENT, *Feb. 10,* et seq.], *was for appearances before the House Legislative Oversight Subcommittee, currently in the middle of a full-scale investigation of the Commission.*

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6:30	**30**	7:30	**30**	9:00	**26**
6:45	**29**	7:45	**31**	9:15	**24**
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is needed to determine if such improper patterns actually exist.

The subcommittee was authorized last spring with a $250,000 appropriation to determine if the regulatory agencies "are administering the laws as Congress intended." In addition to the FCC, Federal Trade Commission, Interstate Commerce Commission, Civil Aeronautic Board, Federal Power Commission and Securities & Exchange Commission fall under the committee's jurisdiction. Early this year, the subcommittee temporarily ran aground with an all-out battle within the subcommittee and its staff ensuing. As a result, the chief counsel was fired and the then chairman, Rep. Morgan Moulder (D-Mo.), resigned.

Mr. Lishman confronted Comr. Hyde with a February opinion by the comptroller general that it is a "penal" offense for a government official to allow industry payment of hotel bills while on official duty. Comr. Hyde protested it would be "outrageous" to apply the new ruling to actions he and other commissioners took under a previous and "conflicting" opinion.

Comr. Hyde, a Republican and 1946 Truman appointee to the FCC, claimed his actions in accepting government per diem and travel expenses while allowing the industry to pay his hotel bills were "thoroughly consistent" with a December 1954 comptroller general ruling. "I don't know of any personal misconduct and I have no apologies to make," the commissioner told the congressmen.

Specifically, the witness was accused of "misconduct" (1) in making trips to an NAB convention in Chicago and NAB regional meetings in Des Moines and San Francisco, and (2) "fraternization" with the industry and allowing the networks to entertain him. These charges were intimated early in January by former chief counsel Schwartz, but a "bill of particulars" listing specifics was sent to the commissioners only 10 days ago.

Protesting that it is an "unpleasant experience to seem to be put in the position of chiseling a few dollars from the taxpayer," Comr. Hyde readily admitted NAB had paid his hotel bill (a total of $265) for the trips in question, while the government had paid per diem and travel expenses. On the September 1956 trip to San Francisco, Comr. Hyde said, he had spent only one night in a hotel room for which NAB was billed $84 (three days). He explained that on returning to his elegantly-furnished room the second day, preparations were underway for a wedding so he moved to a much smaller room. He said NAB was "taken" if it then paid for the wedding reception.

The commissioner was asked about a New York dinner honoring Brig. Gen. David Sarnoff, RCA board chairman, for which subcommittee records show Comr. and Mrs. Hyde were billed $25 (paid by NBC) for a Waldorf-Astoria Hotel room and NBC furnished five roundtrip airplane tickets for members of the FCC. Comr. Hyde said he could not account for the hotel bill because he and his wife did not spend the night in New York and denied any knowledge of who used the five airline tickets.

ROBERT W. LISHMAN, *new chief counsel of the House Legislative Oversight Subcommittee, last week questioned Comr. Rosel H. Hyde about misconduct charges lodged by predecessor counsel Bernard Schwartz. It was Mr. Lishman's first appearance at the FCC hearings.*

The government paid his transportation, he stated, and he paid Mrs. Hyde's. Referring to this trip and other industry functions, Comr. Hyde stated, "I find nothing . . . to justify a charge of misconduct against me or my wife." He defended FCC contact with the industry as necessary to keep abreast of new developments because the Commission is not equipped to conduct its own research.

Comr. Hyde, who has been a commissoner, chairman or staff member since the Federal Radio Commission was founded in 1927, explained that he personally has paid for a large majority of the trips he has taken. In showing "I am not a money grasper," Comr. Hyde cited trips to Virginia and Pennsylvania broadcaster meetings for which he paid his own expenses.

"I have done the best I can to follow the rules . . ." Comr. Hyde told the subcommittee in asking the congressmen to determine what would be proper.

The FCC veteran defended the placing of RCA color sets in his and other commissioners' homes. "I certainly do," he replied, when asked if the sets were considered a "loan." His home had been used as an offical "point of observation" in FCC color proceedings, Comr. Hyde explained. "I have no apology for the use I have made of color sets," he stated.

Rep. Harris asked the commissioner about FCC staff instructions in December 1955 on the ch. 10 case. According to the instructions, three commissioners (McConnaughey, Doerfer and Lee) favored National, two (Bartley and E. M. Webster) were for WKAT Inc., Comr. Hyde himself favored L. B. Wilson Inc. and Comr. Mack did not participate. In his judgment, Comr. Hyde stated, the 3-2-1 vote would not have provided a grant and this was in the nature of preliminary views only.

He was questioned at great length as to why it took the Commission 14 months from the time instructions were issued to make a final decision. Comr. Hyde maintained this was not an unusual situation and was necessary because of the "tremendous record" and many pleadings which had to be disposed of one by one. Rep. John B. Bennett (R-Mich.) said there was no justification for the time lapse.

The commissioner declined to discuss merits of the ch. 10 case and referred the subcommittee to his dissenting opinion at the time of the grant. He expressed dissatisfaction with the decision and declined to discuss specifics because of possible further proceedings. (The FCC has petitioned the court to remand the ch. 10 grant back to the Commission for further consideration.)

Comr. Hyde stated none of the ch. 10 applicants, or any one else, attempted to discuss the case with him while it was pending. He said Milt Hill, National Airlines public relations counsel, did visit him, "but I cannot say he attempted to discuss this matter with me." He also told of a 1956 letter from former Mutual President Edgar Kobak expressing interest in the Katzentine application.

While aware the decision was going to be a "tough one," Comr. Hyde said he never heard rumors the grant would go to National or that Comr. Mack was "pledged" to the airline. He also denied any knowledge of ex-parte contacts made with Comr. Mack or of the Mack-Whiteside relationship. He told the subcommittee he would have taken necessary steps to bring this into the open if he had known.

Counsel Lishman asked Comr. Hyde whether there was not a pattern and "potential for evil" in industry gifts and entertainment of commissioners. The commissioner agreed that if there were such a pattern it would be "intolerable" but that he did not believe this is the case. In answer to another question, Comr. Hyde said he was not "alarmed" because the FCC is not "swamped with gifts."

He added that in 1953, while chairman, he tried to get the FCC to adopt some rules of conduct to prevent any "embarrassing situations" in the acceptance of gifts.

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Only WTVJ delivers *unduplicated* network coverage of the entire $2 billion South Florida market. All other Miami network affiliates split their audiences with Palm Beach stations.

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The Corinthian stations have *more* than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting...each outstandingly qualified in his field...Corinthian's Director of Programming, *Robert H. Salk;* Director of Sales, *Don L. Kearney;* Director of Engineering, *George G. Jacobs;* and Director of Research, *Charles H. Smith.* These men provide facts, judgment and the exchange of ideas upon which local management can base sound decisions.

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THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

Examiner Disapproves Extension Of KSLM-TV Construction Deadline

After receiving five extensions of time from the FCC for completion of construction of KSLM-TV Salem, Ore., Oregon Radio Inc. was turned down last week by Hearing Examiner Charles J. Frederick on its request for another extension.

In his initial decision, Examiner Frederick concluded that "Oregon Radio has not been diligent in proceeding with construction of . . . KSLM-TV as authorized in its construction permit . . . [and] has not been prevented from completing the aforesaid construction by causes not under its control. . . ." Examiner Frederick declared that granting the Oregon Radio application thus would not "serve the public interest, convenience and necessity."

The FCC issued the initial construction permit for ch. 3 in Salem in the autumn of 1953, with construction to be completed by the spring of the following year. The Commission, upon successive applications by Oregon Radio, granted five extensions of time for completion of the station, with the deadline of the last grant set for March 27, 1957. The initial decision in this proceeding before Examiner Frederick involved an application for extension of time to Sept. 27, 1957.

Late in 1956 [GOVERNMENT, Nov. 19, 1956] the Commission turned down a bid by Storer Broadcasting Co. to acquire KSLM-TV. Storer had asked for a waiver of the multiple ownership rule in order to get the ch. 3 outlet, since the firm already was in possession of the maximum of five vhf stations.

KLEW-TV Withdraws Opposition Against Translators in Area

KLEW-TV Lewiston, Idaho, tossed in the sponge last week in its long battle to keep two new translator stations out of its area, requesting FCC permission to withdraw its protest against the translators. At the beginning of the month, KLEW-TV had been granted a protest and petition for reconsideration of the translator grants to Orchards Community Television Assn. Inc. in Lewiston [GOVERNMENT, March 10].

KLEW-TV decided to call a halt to the reconsideration to which it had just become eligible because the Commission, while designating the translator applications for hearing, had failed "to stay the effective date of the grants" (Jan. 8). The Orchards translators, originally granted without hearing, would operate on chs. 70 and 76 respectively to translate programs of ch. 2 KREM-TV and ch. 6 KHQ-TV Spokane.

KLEW-TV, which operates on ch. 3 and is a satellite of KIMA-TV Yakima, Wash., also pointed out that its decision to back out of the anti-Orchards fight was largely based on the "local unpopularity of [its] continued opposition."

Ch. 3 Applicants Plan Merger

One of two applicants for ch. 3 Wilmington, N. C., has withdrawn its application so it can merge with the other applicant in a new corporation, to be formed when the FCC grants a construction permit for ch. 3 to the other applicant.

United Broadcasting Co., Wilmington, is the applicant which was granted the dismissal by the FCC. United Broadcasting is owned by Richard Eaton, multiple station owner. New Hanover Broadcasting Co., Wilmington, owner of WGNI that city, is the firm with which United will merge. In the new corporation, Class A common stock will be divided equally between individuals representing the two former firms. Each firm will pay its own expenses in connection with the separate applications. After the grant of the permit all expenses will be paid by the new corporation.

Simonton Drops One Bid for Fm, Prehearing Talk Set for Second

Richard C. Simonton, stockholder in California and Hawaii stations, was scheduled to appear opposite Southwest Broadcasting Co. in an FCC prehearing conference last Friday before Hearing Examiner Annie Neal Huntting, on the two firms' mutually-exclusive fm applications. This comes just a few weeks after Mr. Simonton was granted his petition for dismissal of another fm application.

Chief Hearing Examiner James D. Cunningham granted dismissal of Mr. Simonton's application for ch. 274 (102.7 mc) in Los Angeles. This dismissal retained in hearing status the other applicant, Hall Broadcasting Co. The fm facility in which Mr. Simonton and Southwest Broadcasting are interested is ch. 236 (95.1 mc). Mr. Simonton is seeking that channel in San Bernardino, Calif., Southwest Broadcasting in Redlands.

Under the terms of an agreement between Mr. Simonton and Hall for the Los Angeles fm outlet, the former is to be given the right to use two subcarriers on ch. 274 in connection with his functional music operation; Hall will pay up to $300 for the subcarrier generators. No consideration other than that in the agreement is to be paid Mr. Simonton and no consideration will be paid to Hogan Broadcasting Corp., a third applicant for the Los Angeles channel whose application was dismissed without prejudice late last year.

It was revealed in the Simonton-Hall agreement, that Hall "at least at the outset" in its fm operation would duplicate the programs of its am outlet, KLAC Los Angeles. The Mt. Wilson fm transmitter site will be retained, however.

WBNY-FM Faces Renewal Hearing

WBNY-FM Buffalo was advised by FCC that its applications for renewal of fm license and subsidiary communications authorization will require a hearing. WBNY-FM, declared the Commission, has "knowingly and willfully continued to conduct a functional music operation on a simplex basis without authorization. . . ."

The FCC also denied the station's petition for a waiver of the rules to permit continuation of its functional music operation on a simplex basis under temporary authorization and dismissed the WBNY-FM application seeking this.

Western Nebraska Favored By FCC Examiner for Ch. 13

Western Nebraska Television Inc. won an initial decision from FCC Hearing Examiner H. Gifford Irion last week for a new tv station which would operate on ch. 13 in Alliance, Neb.

The sole question which had been involved in this decision was the determination of Western's financial qualifications to construct, own and operate the proposed tv station. The applicant had already been found legally and technically qualified.

The proceedings on ch. 13 in Alliance had begun originally as a consolidated comparative hearing between Western and Frontier Broadcasting Co. As Examiner Irion related it in his decision: "Frontier, which is the permittee of KSTF (TV) Scottsbluff, Neb. (satellite of KFBC-TV Cheyenne, Wyo.), filed an application for modification of its permit (in Scottsbluff) and specified that upon a grant it would accept the dismissal of its Alliance application." Late last year, the FCC granted the Frontier modification request "and simultaneously dismissed Frontier's application in this [Alliance] proceeding with prejudice."

House Approves $8.9 Million For FCC, Up $600,000 From '58

The House Thursday approved without amendment and sent to the Senate the fiscal 1959 independent offices appropriation bill. It provides $8.9 million for the FCC, $600,000 more than was appropriated for the current fiscal year but $50,000 less than the amount requested by the President [AT DEADLINE, Jan. 13].

The additional $600,000 is earmarked for 45 extra staff people to help eliminate the current backlog in am and safety and special radio applications. The bill limits travel expenses of commissioners and staff personnel to $107,470.

No change was made in the FTC appropriation, with that agency receiving $5.95 million, the same as for fiscal 1958. This represents a cut of $75,000 from the amount requested for the FTC's 1959 operations.

Ch. 13 Norfolk Bid Dismissed

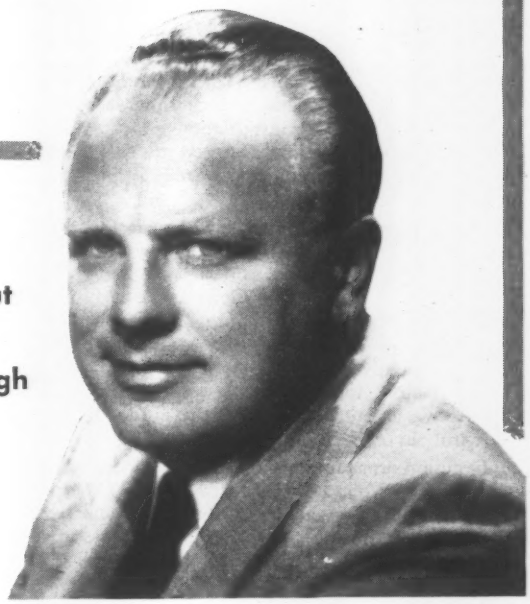
Declaring its proposed antenna site had been "damned" by the Airspace Panel of the Air Coordinating Committee, Norfolk-Newport News Tv Corp. last week asked the FCC to dismiss its application for ch. 13 Norfolk, Va. The request was granted, without prejudice, by Chief Hearing Examiner James D. Cunningham and still in contention for the vhf facility are ch. 15 WVEC-TV Hampton, Va., ch. 27 WTOV-TV Norfolk and Virginian Tv Corp., both Norfolk.

NAB, MBS Set Hill Testimony

Representatives of the National Assn. of Broadcasters and MBS are scheduled to testify at a hearing before a House special subcommittee in Washington on Wednesday on the ways media organizations and other industries can help contribute to traffic safety. Mutual already has placed into effect

"...impossible to get through Monday morning without reading Ad Age."

says **FRANK E. DELANO**
Senior Vice-President
Foote, Cone & Belding



"Advertising Age is the only publication in the industry which gives me a chance to find out what happened last week in my business. It also provides an opportunity to look ahead through its editorials and special articles. For twenty-five years, I have found it impossible to get through Monday morning without reading Ad Age."

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Foote, Cone & Belding, for example, ranks among the top ten agencies in broadcast advertising, with radio-tv billings totaling $40,000,000* in 1957. Among its important broadcast accounts are Armour and Co., Lever Brothers Co., Kimberly-Clark Corp., Ford Motor Co. (Edsel Division) and Liebmann Breweries, Inc.

Every Monday, *170 paid-subscription copies of Ad Age* get a going-over at Foote, Cone & Belding. Further, *132 paid-subscription copies* reach marketing planners at the advertisers mentioned.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching almost 12,000 agency people alone, its intense readership by top executives in national advertising companies —and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Broadcasting Magazine 1957 report.*

FRANK E. DELANO

Mr. Delano entered advertising as a Young & Rubicam trainee in 1933, after graduating from Lehigh. In the decade that followed, he gained experience in many phases of the agency business through his work in such departments as media, copy research, production and merchandising, and as an account executive for a variety of clients. Mr. Delano left Y&R for a short stint as a Warwick & Legler account executive, but returned to Y&R before joining the U.S. Navy as an officer during World War II. Since 1947, he has been with Foote, Cone & Belding, where he now is a senior vice-president, director and member of the plans board. Mr. Delano is in demand as a speaker, principally on merchandising and its place in the field of advertising, and is the FC&B representative on the Brand Names Foundation.

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a project called "Operation Roadbeat," under which 31 of its stations from Buffalo to Miami Beach co-operate in providing traffic information by advising motorists of the next station on their route that will provide subsequent travel data.

Senate Unit Asks Explanation By Rogers on 'Secrecy' Stand

Attorney General William Rogers last week was asked to reappear before the Senate Constitutional Rights Subcommittee to explain "shocking" contradictions in his views toward legislation designed to make government information more readily accessible to the public.

The request was made by Sen. Thomas C. Hennings (D-Mo.), chairman of the subcommittee. The senator said a March 13 letter from the Attorney General "clearly repudiates" his earlier testimony before the subcommittee [GOVERNMENT, March 10]. The bill involved (S 921) would repeal a 169-year-old "housekeeping" statute which gives government departments the authority to withhold certain information.

In action on a similar bill, the House Rules Committee Wednesday cleared HR 2767 for possible floor action this week. The House bill, introduced by Rep. John Moss (D-Calif.), also would repeal the "housekeeping" statute. Attorney General Rogers has described this bill as "meaningless."

IRS Says Ad Cost Must Be Added In Figuring Manufacturers Excise

The Internal Revenue Service has published a tentative clarification of its policy on determining manufacturers excise taxes with respect to deductions of cooperative advertising and other dealer allowances on product prices. The proposed regulations under section 3443 (a) (2) of the Internal Revenue Code appear in the March 22 *Federal Register* along with an invitation for comments. The public has 30 days to comment or ask for a hearing.

The tentative ruling says that in determining product sale price for excise purposes, any extra charge required as a condition of sale, including separate charges for advertising, is includible in the sale price on which the tax is based. However, a manufacturer may apply for tax credits or refunds when the price is readjusted by a bona fide discount rebate to dealers under the IRS proposal.

Supreme Court to Hear Appeal On Court Order Splitting IBC

The U. S. Supreme Court has agreed to referee a bout between the International Boxing Commission and the federal government. The high court said it would hear appeal on IBC's request that a decision by New York District Judge Sylvester J. Ryan last summer was too punitive and in error in holding that the club and principal officers James D. Norris and Arthur M. Wirtz with Madison Square Garden, New York, were guilty of violating antitrust laws.

Judge Ryan ordered the IBC to separate its New York and Illinois activities and Messrs. Norris and Wirtz to divest themselves of their ownership interests and officeholding in Madison Square Garden. He also forbade Messrs. Norris and Wirtz to contract for the exclusive services of individual fighters and limited them and the Garden to two championship bouts annually for the next five years.

At stake, according to IBC attorneys, are the Wednesday and Friday night series of televised fights. Miles Labs. and Mennen Co. sponsor the *Wednesday Night Fights* on ABC-TV, and Gillette, the *Cavalcade of Sports* on NBC-TV on Friday nights.

HAS HI FI, SEEKS CP

Who said the younger generation is "beat?" Robert George Enright, 22, certainly is ready to take on more than his share of responsibility. Armed with some hi-fi equipment, the Chicago grocery clerk proposes to break into the somewhat competitive field of am broadcasting. His handwritten, ink-blotched application and attached series of scribbled "exhibits," submitted to the FCC last week, requests a construction permit for a 250-w station on 600 kc.

Mr. Enright was unable to provide specifics as to transmitter, antenna, programming, etc., but pointed out that once granted a cp he'd meet all requirements. Regarding possible safety hazard presented by antenna, he attempted to set the FCC at ease with a primitive sketch of how it would look in its surroundings, plus the notarized statement: "Aircraft would collide with two schools and various trees before hitting this antenna. It's impossible that this antenna cause aviation catastrophy [sic]."

McConnaughey View Misconstrued, FCC Tells Anti-Leak Bill Sponsor

The FCC never said it saw no need for a law to assure impartiality of federal government agencies, the Commission has said in a letter to Sen. Henry M. Jackson (D-Wash.). Sen. Jackson has attributed that sentiment to then FCC Chairman George C. McConnaughey [GOVERNMENT, March 10].

What Mr. McConnaughey said, the FCC related in its March 17 letter, was that criminal penalties aren't necessary. The FCC letter, a copy of which was sent to Sen. James O. Eastland (D-Miss.), chairman of the Senate Judiciary Committee, quoted a question by Sen. Jackson to Mr. McConnaughey in a June 4, 1957, executive session of the Senate committee. Sen. Jackson asked Mr. McConnaughey what his attitude was about "criminal penalties" in the proposed bill. Mr. McConnaughey answered, for the FCC, that "we do not need it," but that if Congress thought it was necessary the Commission had no objection.

The Commission also suggested that Sen. Jackson check FCC's comments submitted to the committee indicating the FCC was in favor of "basic objectives of the bill." It still is, the FCC said, and is on record to that effect.

A one-day hearing on Sen. Jackson's bills (S 2462 and 2461) was conducted earlier this month by the Senate Judiciary subcommittee chairman, Sen. Sam J. Ervin (D-S. C.).

Radio Boise Gets Ch. 6, Nampa; Commission Grants Four New Ams

The FCC last week granted ch. 6 in Nampa, Idaho, to Radio Boise Inc., owned by Roger L. Hagadone. Mr. Hagadone also owns KYME Boise, Idaho. Ch. 6 in Nampa at one time was licensed to Idaho Broadcasting & Television Co. as KTVI (TV).

The Commission also granted the following am stations last week:

- Phoenix Broadcasting Co., Phoenix, Ariz., 1010 kc, with 500 w, day; transmitter to be operated by remote control; engineering conditions.
- Public Service Broadcasting, Riveria Beach, Fla., 1600 kc, with 1 kw, day; engineering condition.
- Auburn Broadcasters, Auburn, Wash., 1220 kc, with 250 w, day; engineering condition and subject to one of the owners, Edward Garre, severing all connection with KMO Tacoma, Wash., before program tests are authorized.
- Manchester Broadcasting Co., Manchester, Conn., 1230 kc, with 250 w. An initial decision in the summer of 1956 proposed this action. Comr. Frederick Ford abstained from voting.

For other broadcast actions, see FOR THE RECORD, page 93.

Legislators Accuse Media Of Unfair Anti-Pay Tv Tactics

Charges that tv stations and networks used unfair tactics to persuade their audiences that pay tv would mean the end of free television have been aired on the floor of the Senate and the House of Representatives.

Sen. Richard L. Neuberger (D-Ore.) led a long discussion on the subject March 21. He was joined by Sen. Russell B. Long (D-La.), and Sen. Albert Gore (D-Tenn.). Last week, on March 25, Rep. Carroll D. Kearns (R-Pa.) had nine newspaper editorials reprinted in the *Congressional Record* —all favoring the idea of letting pay tv be tried out in the marketplace.

On March 20, Rep. Robert W. Hemphill (D-S.C.) submitted a local newspaper editorial which favored the Congressional committee resolutions to stop the proposed FCC pay tv tests. And two weeks ago, Rep. Thomas L. Ashley (R-Ohio) charged that the television industry and motion picture theatre operators are "propagandizing" the American public against pay tv.

Sen. Long said he had received 10,000 postcards opposing pay tv as a result of several programs on a Louisiana station.

The FCC, meanwhile, has written to an Alabama tv station asking for information on its pay tv editorializing. This was done after a complaint had been filed by James M. Landis, special counsel for Skiatron Electronics & Television Corp., one of the major toll tv advocates.

Court Upholds FCC On First De-mix Case

In its first ruling on last year's FCC deintermixture actions the U. S. Court of Appeals in Washington last week upheld the FCC's right to shift ch. 8 Peoria, Ill., to Davenport (Iowa)-Rock Island-Moline, Ill.

The unanimous three-judge court said that the Commission acted within its authority in determining that it was in the public interest to deintermix Peoria.

In March 1957 the FCC ordered 13 cities deintermixed. In some of these, additional vhf channels were added, but in six cities single vhf channels were ordered moved and uhf channels substituted. In three of these, the move hit operating vhf outlets; in two it involved non-operating vhf grantees.

Later the FCC reversed its thinking on deintermixture in the Albany-Schenectady-Troy, N. Y., area and, instead of deleting ch. 6 (WRGB [TV]), it added additional vhf channels to make the area all-vhf.

The operating vhf stations which are under show cause orders to change to uhf channels are ch. 7 WTVW (TV) Evansville, Ind., and ch. 12 KFRE-TV Fresno, Calif. Non-operating vs are ch. 2 WMAY-TV Springfield, Ill., and ch. 8 WIRL-TV Peoria, Ill. Non-occupied ch. 9 was deleted from Elmira, N. Y.

Both the Springfield and Peoria grants were conditioned on a no-constructon provision pending completion of the deintermixture proceedings.

All except Elmira are still in litigation. In fact the Springfield, Ill., case is scheduled to be argued in the same court April 17.

In its appeal, WIRL-TV charged that the FCC acted arbitrarily in removing ch. 8 from Peoria. It claimed it was entitled to a full-scale, evidentiary hearing.

The court said, however, that the deintermixture proceedings were rule-making and resulted in WIRL-TV receiving a "consolation prize" in the form of ch. 25 in lieu of ch. 8.

It referred to its 1956 Coastal Bend case (involving channels assigned to Galveston, Tex., in the Commission's 1952 Sixth Report and Order) quoting that "it is for the Commission, not the courts, to pass on the wisdom of a channel allocation scheme." The court declared that it was not arbitrary to "conclude that the goal [to encourage uhf and remove the potential of vhf competition] would be better approached in Peoria by allotting it four technically equal uhf channels, rather than one superior vhf channel and two inferior uhf channels."

The decision was written by Circuit Judge Warren E. Burger for himself and Judges E. Barrett Prettyman and Charles Fahy.

Pending in the same court, in addition to the Springfield ch. 2 case, are the Evansville ch. 7 issue, and the Hartford, Conn., and Madison, Wis., ch. 3 cases. In the last two, the Commission refused to delete the vhf channels in those cities, and the ruling was appealed by uhf outlets there.

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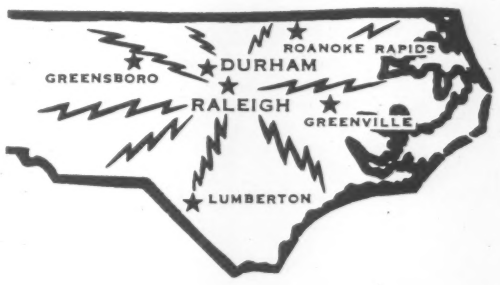

from Greensboro to the Coast, from Virginia to the South Carolina line

—a total of more than 2 million population

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your messages will be on the most seen screen! WRAL-TV has topped every Raleigh-Durham ARB study since it started telecasting—leading consistently in Share-of-Sets in Use, Sign-on to Sign-off

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DeGRAY EASTMAN SUCCESSOR?

- **Seek settlement of ABN president's five-year contract**
- **Affiliates meeting with network executives today in N. Y.**

In the wake of ABN's sharp cutback in programming, negotiations were afoot last week looking toward an amicable settlement of Robert E. Eastman's contract as president of the network.

The contract, signed about a year ago, has approximately four years to run. If Mr. Eastman leaves, the speculation was that he would be succeeded by Edward DeGray, now station relations vice president. Mr.

MR. DeGRAY

MR. EASTMAN

Eastman, it was understood, has recommended Mr. DeGray as his successor.

Coincidentally it was learned that a group of about a dozen leading ABN affiliates last week called a meeting for today (Monday) to give ABN officials their own views on how the network should be operated and to hear first-hand the plans and views of ABN authorities. Among those slated to attend the meeting, it was reported, are Otto Brandt of King Broadcasting (KING Seattle and others) and Roger Clipp of the Triangle Stations (WFIL Philadelphia and others). The meeting is to be held in New York.

Negotiations towards settlement of Mr. Eastman's contract stemmed from the parent AB-PT top management's decision first to cut back and finally to abandon the all-live-entertainment concept Mr. Eastman introduced last fall. The cutback was designed to stem heavy losses in network operations, said to be running at about $4 million a year, although many authorities felt the all-live format had not been given an adequate chance to prove itself commercially.

Mr. Eastman was reported to have two major alternatives in mind if he leaves ABN. One is the possibility of returning to the station representation business, perhaps setting up his own firm. His background runs heavily to sales generally and station representation specifically. Before moving to ABN last spring he was executive vice president of John Blair & Co.

The other possibility he was said to be considering was that of buying a station—probably a radio station.

In their effort to ease the losses from radio networking AB-PT authorities at one point thought seriously of giving up the network altogether [LEAD STORY, March 17]. Finally they decided to keep going with a heavily restricted program schedule which, if it paid off, could be expanded later. This format, calling for a program lineup consisting of *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST), newscasts, and religious and other public service programs, was officially announced in a statement last Monday [AT DEADLINE, March 24]. Text of the statement:

". . . In the interest of serving the public, as well as our affiliates and owned-and-operated stations, we have determined to realign the programming of the ABC radio network effective April 6.

"Our award-winning news operation will be enhanced by the addition of more news programs, and by the installation of the news-alert warning system which recently was worked out at the suggestion of the ABC radio affiliates [NETWORK, Feb. 3]. . . .

"Don McNeill's *Breakfast Club*, which on June 23 celebrates its 25th anniversary, will continue in its current time period . . .

"ABC radio will also continue its many special public service features, including religious broadcasts, coverage of major sports events, presidential and other important speeches, presidential conventions as well as other major events of interest to the public.

"As the radio network becomes stronger, it will expand and add to its programming schedule."

Sarnoff Gives Rosy Report On Comeback of NBC Radio

The outlook for network radio at NBC was pictured in bright colors by Robert W. Sarnoff, president, in his monthly letter to be circulated today (Monday) to radio-tv editors throughout the nation. It marked the first time Mr. Sarnoff devoted his letter wholly to the subject of radio.

Mr. Sarnoff said that "a financial and programming retrenchment at one radio network" (an obvious reference to the American Broadcasting Network) has touched off speculation on "the precarious future of all radio networks." He acknowledged that since 1953 NBC has had a cumulative loss of about $9 million on its network radio operation. But he added that the loss in 1957 was "substantially less" than in 1956 and ventured the opinion that the radio network would be at "a break-even point . . . and soon."

He credited Matthew (Joe) Culligan, vice president in charge of the radio network, with sparking a new management team which has introduced programming and sales concepts that have paved the way to increased business. He said affiliates, at NBC's request, have cleared an average of 15% more time for network programs in the past year. As a consequence, he said, compensation to NBC Radio affiliates "has quadrupled over two years ago."

"I am consciously a little boastful in recounting the progress of the new radio management," Mr. Sarnoff wrote. "It has, without exaggeration, snatched NBC Radio back from the potter's field of broadcasters. It has also given new vitality to the concept of network radio as a national communications instrument and as an effective vehicle for national advertising."

ANTI-RECESSION FODDER

More than $12 million in orders in net revenue already have been booked this far this year on NBC Radio "far surpassing" business at a comparable date in 1957, William K. McDaniel, vice president in charge of NBC Radio network sales, announced Thursday. The orders represent nearly three times that amount of business on the books a year ago this date, Mr. McDaniel said.

One indication of NBC Radio's "healthy state," Mr. McDaniel reported, is that the increase in 1958 over 1957 was substantial, even though 1957 was "a good year" for the network. He pointed out that sales in 1957 were 41% higher than 1956. He added that 80% of this year's business is for more than 13 weeks, whereas 75% of 1957 business was for less than 13 weeks.

Ommerle, Dann Take New Posts In CBS-TV Programs Echelon

Harry G. Ommerle, CBS-TV program director from 1950 to 1955 and vice president in charge of New York network programs since May 1955, has been named vice president in charge of all network programs, effective immediately, it was announced last week by Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs. Mr. Ommerle, who reports to Mr. Robinson, will be responsible for all program activities on both the East and West Coasts.

Succeeding Mr. Ommerle is Michael Dann, president of Henry Jaffe Enterprises, New York. Mr. Dann is a former director

MR. OMMERLE

MR. DANN

of NBC's program department and vice president in charge of program sales for that network.

Mr. Ommerle joined CBS in 1935 as a producer. From 1937 to 1943 he was with the William Morris Agency. For the next two years he was vice president and account executive with Ruthrauff & Ryan, and from 1945 to 1948 was in charge of radio ac-

tivities for A. S. Lyons agency. Until he rejoined CBS in 1950 he operated his own talent agency and show package-producing enterprise.

More ABC-TV Impact Cited in Presentation

ABC-TV is "the value network" that more than any other reaches the heavier-buying younger and larger families. This, in profile, is the self-portrait that the network is painting in current presentations to advertisers and agencies.

The presentation, shown to newsmen Thursday, fills in the picture with statistics designed to point up ABC-TV advances in coverage, programming, audience delivery and economy for the advertiser. ABC officials maintain that programming, rather than facilities, is fast becoming a major determinant of network success and that as this trend progresses they foresee "an even split" of audiences among all three networks.

Eugene Accas, ABC-TV vice president who delivered the presentation, cited Nielsen figures to show that in 45 three-network markets ABC-TV drew 78% of its average audience from "younger homes (where housewife's age is below 50)" as against 70% in the case of CBS-TV and 68% for NBC-TV. From the standpoint of family size, he said 78% of the ABC-TV audience came from families with three or more

THE "value network" is pitched by Eugene Accas, ABC-TV vice president.

members, compared to 69% and 70% for CBS-TV and NBC-TV, respectively.

Even though ABC-TV's *Disneyland* and NBC-TV's *Wagon Train* had identical Nielsen ratings in the last November-December reports, he said *Disneyland* had 26% more "young-family" audience than *Wagon Train* and 25% more in the larger-family category. Similar comparisons were drawn for a number of other programs.

Stressing audience gains, the presentation quoted Nielsen multi-network-area figures showing that ABC-TV ratings (and also NBC-TV's) had gone up 10% between January 1957 and January this year, while CBS-TV's dropped 18%. On a Nielsen average-audience basis, the figures showed, ABC-TV's ratings had climbed 10% in the same period while NBC-TV gained 4% and CBS-TV dropped 12%.

Mr. Accas, calling attention to the three networks' varying rate and discount structures, asserted that—assuming matched three-network lineups having a 94.5% coverage factor—the annual net time cost of the sponsor of a weekly half-hour on ABC-TV would be $391,664 less than on CBS-TV and $632,684 less than on NBC-TV.

Indeed, he said, an advertiser entitled only to minimum discounts would pay less for a one-hour program on ABC-TV ($74,454 net) than one entitled to maximum discounts on CBS-TV ($77,171) or NBC-TV ($77,636).

The cost-per-thousand per commercial minute, he continued, dropped from $3.04 to $2.88 (5%) on ABC-TV between January 1957 and January 1958, while on NBC-TV it dropped 3% to $3.38 and on CBS-TV it rose 23% to $2.97.

He also displayed charts showing that 53% of ABC-TV's programs fall below the all-network median CPM of $3.38, as compared to 52% in the case of CBS-TV and 45% for NBC-TV.

Mr. Accas said ABC-TV's live-coverage problems, once one of its biggest handicaps, has been "largely dissipated" by the addition of new markets which bring the pres-

Channel 2, Florida

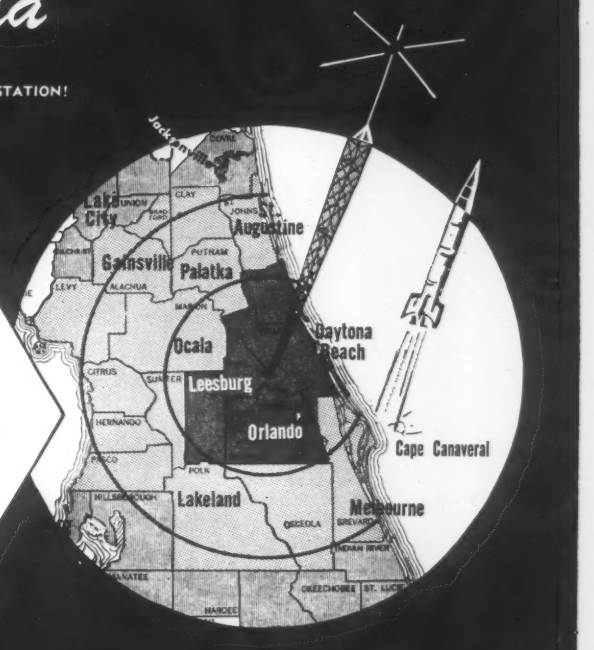
• DOMINATES AMERICA'S 4th FASTEST GROWING MARKET!

• COVERS MORE OF FLORIDA THAN ANY OTHER TELEVISION STATION!

1,000 FOOT TOWER NBC 100,000 WATTS

MARKET DATA

- 2,117 new residents move in weekly!
- 710 new homes built monthly!
- 727 new industrial jobs monthly!
- $1.8 billion retail market!
- 17,793 college students—43,878 military personnel!
- 54.6% of Florida's gross farm income!
- 181,588 television homes!



WESH-TV

General Offices: Daytona Beach, Florida

AVERY-KNODEL, INC., National Representatives

ent total to 82 and will raise this to 85, representing 83% of U. S. homes, by next fall. The network's total is 185 markets, representing 98.7% coverage.

AB-PT'S TV BECOMES ITS TOP MONEYMAKER

- **Movie income slips to No. 2**
- **AB-PT '57 gross is new high**

Television for the first time is indisputably the top revenue source for American Broadcasting-Paramount Theatres Inc.

AB-PT President Leonard H. Goldenson announced Thursday in his annual report to stockholders that income from the ABC division last year was $109,393,000, while theatre income was $95,280,000. In 1956, it was a near even split of tv and theatre income, with the latter enjoying a slight edge. In 1955 AB-PT's theatres brought in $30 million more than broadcast operations.

Gross income for AB-PT last year was at a record level, $215.8 million-plus, up nearly $9 million from 1956. The ABC division had an increased income of about $10.5 million; theatres were down approximately $5.2 million. But, Mr. Goldenson said, there was a rebound in theatre business at the turn of this year, adding that ABC-TV brought in an improved billing performance in the last quarter of 1957.

Net operating earnings after taxes totaled $4.9 million, or $1.10 per share last year as against $7,735,000 or $1.78 per share in 1956 (and an additional $742,000 or 18 cents a share from capital gains that year). Mr. Goldenson said that earnings were lower last year because of a restricted return from the ABC division for the first nine months and a decline in the motion picture business in the fourth quarter.

Mr. Goldenson reported that AB-PT's gross income peak last year came about principally because of ABC-TV's increased volume. The latter, he noted, reflected an improved and enlarged programming structure.

In the fourth quarter of the year, Mr. Goldenson said, ABC-TV "attained the largest percentage increase in gross time billings of all networks." He held up to stockholders "impressive" audience gains, a "more fully competitive three-network status," and improved profits in fourth quarter 1957 of the owned tv stations.

During the year, AB-PT's working capital increased from $41.2 million to $45,848,000, an advantageous condition," said Mr. Goldenson, because of large capital requirements to "accommodate the expanding needs in programming and in physical facilities of the television network and owned stations."

The AB-PT report indirectly refers to the changes now completed at American Broadcasting Network: "This past year, the network was given separate corporate identification to give it greater flexibility in its operation. New management was brought in which placed primary emphasis on new programming. There is no assurance at this date [time that report was written] of broad acceptance by advertisers of this programming and further changes may be required." (Also see story on ABN, page 70.)

Mr. Goldenson noted that while ABC-TV still does not have equal competitive facilities in certain markets, the gap has been narrowed and ABC-TV programs now reach about 85% of tv homes on a direct live basis compared to 76% in the fall of 1956. He commented: "Television continues to expand as the most dynamic of the advertising media. Competition has sharpened—but this is in part a measure of the progress that ABC has made toward pulling abreast of the other networks."

At the end of the year, AB-PT operated 537 theatres through its subsidiaries. Also in the AB-PT aegis: ABC Film Syndication Div., which Mr. Goldenson said expanded sales "materially"; Disneyland Park (AB-PT has 35% interest); AB-PT Pictures Corp., a movie production subsidiary that thus far has released pictures with themes of science-fiction and teen-age problems; Am-Par Record Corp., and stock interests in three electronics concerns, Microwave Assoc., Technical Operations Inc., and the Dynametrics Corp.

MARCATO GODWIN NOVAK

Mutual Sets Up Policy Unit To Form Operational Plans

Mutual last week announced the formation of a four-man Mutual Network Policy Committee, which will formulate plans for the operation of the network. It consists of Armand Hammer, board chairman; H. Roy Roberts, treasurer; George Vogel, executive vice president, and Robert F. Hurleigh, vice president for news and special events.

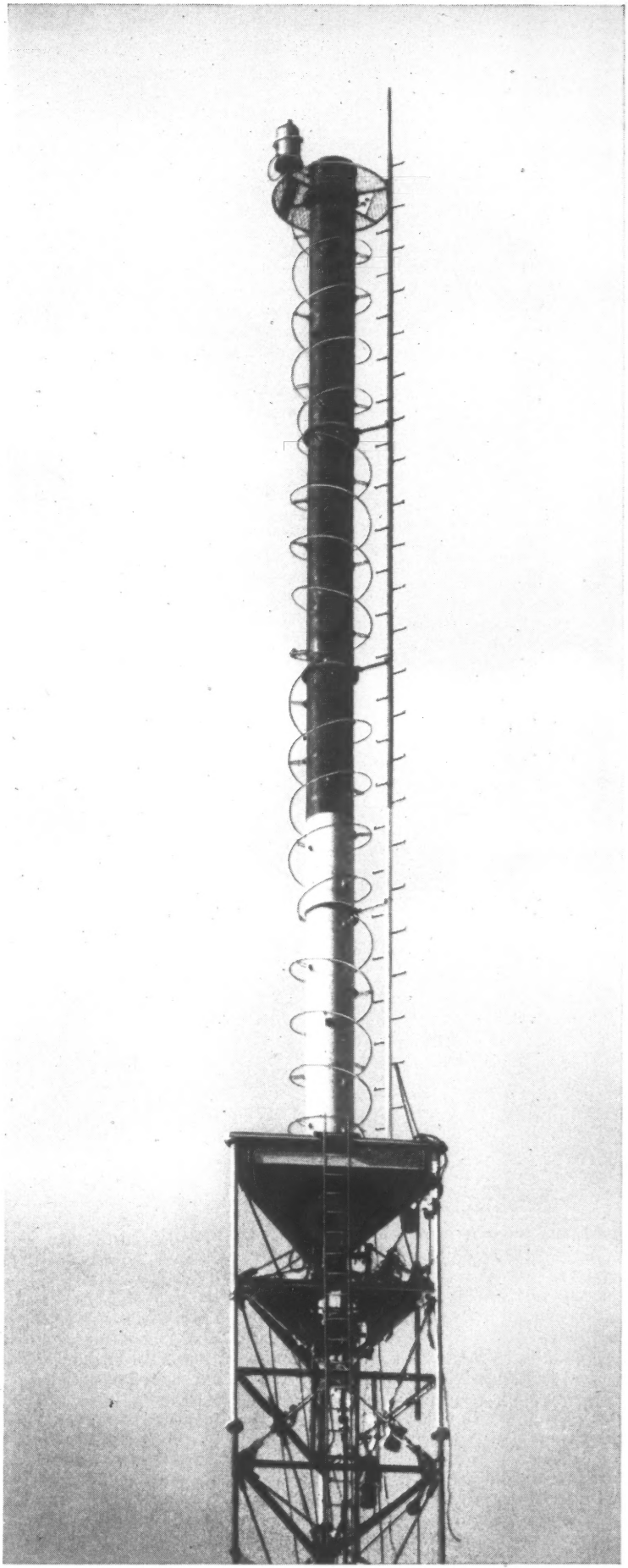
One of the first moves of the committee was to announce an expansion program involving the addition of three executives to the staff.

They include Robert Marcato, formerly eastern sales manager for ABC Film Syndication, who has been appointed to the newly-created post of national sales manager [AT DEADLINE, March 24]; Charles Godwin, previously a sales vice president for *Sponsor* magazine, who has been named to the station relations staff, and Robert Novak, formerly executive vice president of Martha Rountree Productions, who has joined the programming department to expand the network's coverage of national affairs and informational features.

KBS Adds Nine New Affiliates

The addition of nine affiliates and a new high of 1,034 stations were announced by Keystone Broadcasting System last Wednesday. Blanche Stein, KBS station relations director, reported these new affiliates: WKIS Orlando and WAUC Wauchula, both Florida; KPID Payette, Idaho; KMRC Morgan City, La.; WBEC Pittsfield, Mass.; WHEY Millington, Tenn.; KBBB Borger and KBUS Mexia, both Texas, and WHSM Hayward, Wis.

MANAGERS of ABC-owned radio stations went to Detroit for the first meeting with their new chief, James G. Riddell (seated c), who this month was elected executive vice president of ABC Div. of American Broadcasting-Paramount Theatres Inc. [NETWORKS, March 17]. At the meeting (l to r): John H. Pace, managing director of KGO San Francisco and general manager of KABC Los Angeles; Ralph Beaudin, vice president-general manager of KQV Pittsburgh; Hal Neal, vice president of WXYZ Detroit; Stewart Barthelmess, general manager of WABC New York, and Gil Paltridge, general manager of KGO.



SIMPLIFIED VHF ANTENNA REDUCES COST– IMPROVES COVERAGE

New General Electric VHF helical antenna is smaller, less complex, gives better reception in difficult areas.

Station KIRO, the Northwest's newest television station, uses a General Electric VHF helical antenna to blanket Seattle. KIRO joins a growing list of VHF stations to benefit from this technically-superior, proved-in-use antenna—a product of G.E.'s thirty years in designing and building television broadcasting equipment.

Lower installation and maintenance costs. The helical antenna is smaller and has nearly 90 percent less cable, junctions and feed points. Transmission lines are inside the mast, unexposed to weather and shielded from the RF field. Structural rigidity eliminates pattern fluctuations in gale winds.

Greater gain, more reliable coverage. The helical antenna has a power gain of up to 25, compared to the usual 12. Horizontal field pattern can be directionalized by simple tuning stubs on helix. Power division and phasing between sections produces null-free pattern. Radiating element doubles as its own de-icer.

The VHF helical antenna has many other features that mark it as a major contribution to the broadcasting industry. Your nearest G-E Broadcast Equipment representative can supply you with data, or write Technical Products Dept., General Electric Company, Electronics Park, Syracuse, N. Y. In Canada, Canadian General Electric Company Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Outside the U.S.A., and Canada, International General Electric Company, Inc., 150 E. 42nd St., N.Y., U.S.A.

Progress Is Our Most Important Product

GENERAL ELECTRIC

MUSIC UNION HOLD CHALLENGED

- **Read's insurgents form new guild, ask NLRB elections**
- **MGA wants contracts 'more realistic' than AFM's**

The American Federation of Musicians, whose members include virtually every working instrumentalist in the land as well as all who hope for employment in this line of work, is about to have its monopoly challenged.

The challenger is Musicans Guild of America. MGA's membership at the moment is four men, comprising a temporary organizing committee.

Cecil F. Read, who led the revolt against the policies of AFM President James C. Petrillo two years ago when he was vice president of AFM's Hollywood Local 47 and as a result was expelled from the union, is chairman of the committee. Other members are Larry T. Sullivan, first trumpet, contract musician at Warner Bros. studio for 25 years; Justin Gordon, woodwinds, contract musician at Paramount Pictures, and Ted Nash, freelance musician for radio, tv and motion pictures.

At a news conference held Monday in headquarters so new that a letterer was putting "Musicians Guild of America" in gold leaf on the door and a telephone installer was hooking up the phones as the newsmen arrived, Mr. Read explained reasons for forming another musicians union. In essence, they are:

The AFM's trust fund policies have made employment of U. S. musicians too expensive for the producers of filmed programs for television (95% of these films get their music from sound tracks recorded abroad, he stated). The major motion picture producers are starting to seek foreign sound tracks for theatrical pictures, also because of "exorbitant" trust fund payments demanded by AFM (even with the reduction from 6% to 4% offered by Mr. Petrillo these payments would still cost the major studios more than $5 million a year, according to Mr. Read). Inevitably, the phonograph record manufacturers will also stop employing American musicians and go abroad to escape the trust fund payments, he said. So, the Hollywood musicians, who provide much of the music on records and virtually all (97% was Mr. Read's figure) of the music on film, must scrap the "horse-and-buggy" policies of the AFM and present a "realistic business deal" to employers or reconcile themselves to less and less employment.

Mr. Read said that MGA, once it is authorized to do so by NLRB, will call for an election under Labor Board auspices to win recognition as the bargaining agent for musicians employed in motion pictures (about 1,000 in the past year, he estimated). Signatures of 30% of that total are needed to support the petition, he said, expressing confidence that MGA would have that many within a week.

On Thursday Mr. Read said, "MGA today learned that its registration with the U. S. Dept. of Labor and the NLRB was approved, so that it is eligible to seek a Labor Board election and appear on the ballot."

AFM showed no hesitation in accepting MGA's challenge. A membership meeting of Local 47 on Monday afternoon heard the local's president, Eliot Daniel, read a wire from Mr. Petrillo, denouncing Mr. Read for choosing "the critical time of a strike to finally come out in the open with a long laid plan to form a union dual to the AFM. No more vulgar betrayal of fellow workers exists in the entire annals of trade unionism." The wire promised permanent expulsion of any member aiding MGA. On Thursday the board of Local 47 made good that promise by expelling five members: MGA charter members Nash, Sullivan and Gordon, plus Uan Rasey and Leonard Hartman, charged with distributing MGA pledge cards to members of the local.

The previous day the board ousted three of its own members: Warren B. Barker, financial secretary; Vincent DeRosa, and Virgil Evans, ruled to have forfeited their offices by refusing to vote on questions vital to the welfare of the local. The AFM story is that the question was: Which union would you support? The MGA version is that the trio refused to vote without legal advice from the local's attorney, Robert Rissman, who was not present.

CHALLENGERS' CHIEF READ IN MGA'S NEW HEADQUARTERS

AFM got prompt support last week from D. J. Haggerty, secretary-treasurer of the California State Federation of Labor, and William Bassett, secretary of the Los Angeles County Central Labor Council. Both officials issued statements to the effect that no charter can be or will be issued to any "dual" organization under the circumstances.

Having won its election, MGA will proceed to negotiate "realistic" contracts for work in motion pictures for its members, Mr. Read said, with "reasonable" residual payments that will go to the working musicians and not to a trust fund and at rates that the movie companies can pay. Meanwhile, MGA will ask for NLRB elections for musicians employed by the producers of tv films, of phonograph records and transcriptions and of radio and tv jingles and spots, and then for the musicians employed by the radio and tv networks and stations. MGA will also apply for an AFL-CIO affiliation.

Some 10,000 musicians are now employed in those fields, Mr. Read said, out of the total AFM membership of about 250,000, of which about 50,000 or 20% depend on employment as musicians for their livelihood. MGA will not go after the musicians employed in theatres, dance halls, night clubs, restaurants and in other musical work, Mr. Read stated. "The time will come," he declared, "when the AFM will realize that it must accept another union in the field of music, just as there are different unions representing actors for work on the stage, in motion pictures and for live broadcasting."

Asked how MGA plans to halt the exodus of work on musical sound tracks from this country to other nations, Mr. Read said he has a "foolproof" plan, an amendment to the copyright law that would forbid the importation of foreign tracks for American films. Such an amendment would be like the one adopted in 1949 to protect American typographical unions from foreign competition, he said, predicting it would be rapidly passed by a Congress concerned with mounting unemployment. "We can get this amendment where Mr. Petrillo could not, because we will offer a realistic plan to employers, as opposed to his horse-and-buggy policies. . . ."

The MGA committee offices are located in Hollywood's Equitable Bldg. at the corner of Hollywood and Vine. Richard Perkins, former attorney for the regional Labor Board office in San Francisco, has been retained as counsel for MGA.

Stressing that none of the money collected for the lawsuits against the AFM would be used for MGA, Mr. Read explained that the new union as yet has no dues structure, no permanent officers, no by-laws, not even any membership cards. Those will come after MGA has obtained NLRB certification, he stated. Meanwhile, all MGA is asking is for musicians to sign cards authorizing MGA to ask for an election. The cards will be shown only to NLRB.

Mr. Read revealed that MGA on Monday had sent the following telegram to the motion picture studios for which the AFM has ordered its members not to work in the absence of a contract [PERSONNEL RELATIONS, March 24, 10, 3, Feb. 24]: "You are hereby notified that the Musicians Guild of America, a labor organization, has been es-

tablished . . . and will shortly petition the National Labor Relations Board for an election to establish the right of MGA to act as exclusive collective bargaining representation of employes. The law forbids employer interference with employes' free choice of bargaining representative. Demand is hereby made that you refrain from entering into any closed or union shop or other contract for the purpose or with the effect of discriminating in favor of the AFM or against the MGA or interfering with the orderly procedure established by law for the determination of employes' choice of bargaining agent."

At the Monday membership meeting of Local 45, President Daniel reported that the International Federation of Musicians representing all of Western Europe except Spain and Portugal, plus South Africa, had voted unanimous support of AFM in its work stoppage against the movie companies and stated that no member would score any American films. Mr. Daniel said he had received similar assurances from the Mexican musicians' union. But MGA on Thursday issued a statement "confirming" reports that both Paramount and 20th-Century-Fox sound tracks were in the works in Mexico City.

Tv Film Makers Join SDG Talks

Producers of tv films have joined the theatrical motion picture companies in negotiations with Screen Directors Guild for new contracts, succeeding those expiring April 3 for tv, March 13 for feature films.

SDG members are continuing to work under old terms pending the conclusion of negotiations, although new contract conditions will be retroactive to March 14 and April 4, respectively. SDG demands include an increase in minimum pay from $600 to $750 a week for directors in both tv and theatrical film work and rerun fees of 50% of original salary for each rebroadcast.

Unions Ban Work at Republic

Members of three unions—Screen Actors Guild, Screen Directors Guild and Writers Guild of America—have been forbidden to work for Republic Pictures and its tv subsidiary, Studio City Television Productions. The ban follows cancellation of Republic's contracts by the guilds as a result of the movie company's sale of a group of post-'48 theatrical films to NBC without making any arrangements for additional payments for the guild members [PERSONNEL RELATIONS, Jan. 27]. The cancellations became effective March 22 for SAG and WGA, March 13 for SDG expiration date of its contracts.

SAG Board Asks Pact Approval

The Screen Actors Guild board on Thursday mailed to members copies of the contract negotiated with the producers of filmed commercials, together with ballots for votes on ratification and letters strongly urging members to vote yes for "the finest contract we have ever negotiated in this field [PERSONNEL RELATIONS, March 24]." Deadline for return of ballots is April 10.

NABET Locals Reject Proposals By ABC, NBC for New Contracts

Renegotiation of contracts with both ABC and NBC loomed last week as local chapters of National Assn. of Broadcast Employes & Technicians failed to ratify proposals made by the networks.

The former pacts with ABC and NBC expired last Jan. 31 but have remained applicable in the absence of a new agreement, which would be retroactive to that date [PERSONNEL RELATIONS, March 3, Feb. 10]. Union and network representatives reopened discussions in New York Thursday on areas of disagreement in contract proposals.

Balloting covered ABC engineers in New York, Chicago, Hollywood and San Francisco and NBC engineers in New York, Philadelphia, Buffalo, Washington (D. C.), Chicago, San Francisco and Hollywood—personnel employed at the two networks' o&o stations.

Similarly, last week, the International Brotherhood of Electrical Workers, which represents technical employes at CBS, invited the network to a meeting in Washington tomorrow (Tuesday) to be attended by spokesmen from various IBEW locals throughout the country. The contract at CBS also expired Jan. 31 and the network's proposals also were found to be unacceptable by local negotiating committees several weeks ago [PERSONNEL RELATIONS, Feb. 10]. IBEW represents approximately 1,200 employes at CBS. Both the union and the network decline to pinpoint differences.

KMJ-TV

Leads in Fresno

KMJ-TV in the Billion-Dollar Valley of the Bees

Leads in news — coordinates with McClatchy newspapers for complete, up-to-the-minute coverage. Sound and silent film cameras give 24-hour coverage of local events. Has No. 1 rated news program.*

*ARB Nov. '57

KMJ-TV • FRESNO, CALIFORNIA • Paul H. Raymer, National Representative

QUINLAN, IN TALK TO AWRT, ASKS SPECIAL AFTRA RATES IN CHICAGO

- **WBKB (TV) head skeptical of city's future in network originations**
- **Radio-tv women hear other views on Chicago's place in broadcasting**

The rates of the American Federation of Television & Radio Artists in Chicago "tend to be inflexible and do not recognize the age-old principle of what the traffic will bear," Sterling C. Quinlan, ABC vice president in charge of WBKB (TV) Chicago, charged in a speech before the local chapter of American Women in Radio & Television.

Mr. Quinlan suggested AFTRA and other unions might band together and study the idea of setting up special prices "that will give Chicago a price advantage over its competitors." He complained that as a station operator he is required to pay the same rates for late evening local, live dramatic shows as during "the most saleable time periods." As a result, he noted, there is little traffic in local live programming.

Addressing a capacity turnout of 180 AWRT members for a one-day workshop session March 22, Mr. Quinlan pointed out that all unions have "special prices for the off-Broadway productions that are thriving so steadily in New York City." He acknowledged that cost may not be the answer to the dearth of local shows but might be worth study.

Mr. Quinlan felt the problem deserved "continuous study" by AFTRA and the four Chicago stations, especially during "off-contract periods." He added that it would be unfair to expect AFTRA alone "to share the full cost of reduced, or flexible rates."

The ABC vice president expressed his views in a free-wheeling talk on "Chicago; Tv's Problem Child," holding out little hope for the city as a future network radio-tv origination center. He observed, "We may not have as much influence on our network bosses as we would like to have, but we certainly know general policy of our companies."

Mr. Quinlan pointedly scored "fuzzy and confused" thinking about Chicago's network tv role, charging that "there has been too much baloney on this subject . . . too many recriminations; too much foolish and loose talk." He labeled the city's tv destiny and future as a network originating center as "negative," describing its early activity in network tv as "fortuitous accidents." He stated:

"We are the money machines for our parent companies. And rightly so. The money goes down the drain in New York and Hollywood where NBC, CBS and ABC are spending millions to give the American people better television programs at less cost to American advertisers. Therefore, it's easy to see why the networks that own us need our profits; must have our profits; must continually nudge us for more profits. This city is not their creative zone. This is their vital money zone. The money we pour into our headquarters offices help keep our networks going."

Mr. Quinlan added that perhaps Chicago hasn't "got as much to offer as we would like to think we have" in terms of plants and talent. What's more, he observed, "Everybody knows our climate stinks." Chicago has talent "in many fields" but not the "tremendous amount of it and great diversity of it" that exists on the East and West Coasts, he asserted.

Mr. Quinlan asserted that "right now even New York is feeling the squeeze" and predicted that "Hollywood is destined unquestionably to become the center of the television universe as it is now the center of the film world" in terms of live television originations.

One "ray of hope" for Chicago, he continued, is the development of Ampex tape with a "sound economic base." He reported ABC "will save thousands of dollars in cable charges by taping our network shows in Chicago, feeding them back first to the Rocky Mountain Zone, then to the Pacific Coast.

A morning panel on "Toll, Tape and Chicago in Orbit" featured Leonard A. Hase, midwest district sales manager of Ampex Corp.'s professional products division; Frank Atlass, program director of CBS o&o WBBM-TV, and Norman Paige, assistant public relations director, Zenith Radio Corp. Frayn Utley, midwest director of Institute of International Education, served as moderator.

Mr. Hase asserted tv stations should be able to reduce their programming and operating costs by one third within three years with the advantages of video tape recorders.

Toll tv was described by Mr. Paige as of "vital interest" to advertisers, even though Zenith claims its technique would not encompass commercials. He added, "We would be utterly, absolutely insane if we thought we could get free tv off the air."

Mr. Atlass predicted VTR would play a vital role in future television operation, though he raised the possibility of "difficulties in editing tape." Although not engaged in direct debate with Mr. Paige, Mr. Atlass noted advertisers are spending millions of dollars in television and claimed free tv can develop "any programs toll tv can."

The public service and publicity panel ran concurrently, including Al Field, director of education and special broadcast services, WGN-TV Chicago; Lavinia Schwartz, midwest manager, the Advertising Council; Marian Loofe Tripp, women's activities director, J. Walter Thompson Co.'s public relations department, and Judith Waller, radio-tv consultant. Panelists reviewed public service campaigns and means of achieving their objectives in radio-tv programs and spot announcements, including types of materials used.

An agency slate topped one of the afternoon sessions, with talks by J. R. Pershall, president of the agency bearing his name; Peter A. Cavallo, vice president in charge of radio-tv, D'Arcy Adv. Co., and Marvin Mann, vice president, Edward H. Weiss & Co. Helen LaPat, radio-tv director, Chicago Chapter of American Red Cross, moderated the session.

Mr. Pershall charged that "some people who control advertising budgets know so little about the creative end" and contended "more agency reputations are being maintained these days in marketing and strategy than in copy."

Mr. Cavallo cited a "dynamic revolution in communications" and noted agency management changes are the result of business management changes.

A distinction between professional and business ethics also was underscored by Mr. Cavallo, who singled out the growth of "professional managers" in agencies. As a result, "business acumen rather than advertising knowledge becomes more paramount," he suggested.

Mr. Mann singled out the increasingly diversified services requested of agencies today by clients and observed, in pointed reference to the Frey Report: "Maybe some day clients will let us participate in the profits they make instead of just 15% of what they spend on media because of the services we perform."

Another panel highlighted talks by Clifford J. Barborka Jr., vice president and chief of John Blair & Co.'s midwest office; John M. Keys, advertising and promotion director, WMAQ and WNBQ (TV) Chicago, and George Bogart, vice president and Chicago manager of Calkins & Holden Inc. They debated the "Chicago school" of radio-tv under chairmanship of Martha Crane, women's programs director, WLS that city.

Mr. Barborka chided Chicago for its "inferiority complex" and felt it has been the center of "creative and dynamic selling of sound," in which Blair has specialized radiowise. He urged "more vigorous selling to get dollars away from competing media."

Mr. Keys urged stations to develop a "community character or identity," reminding AWRT delegates that "broadcasting is much more than network origination feeds."

Mr. Bogart took sharp exception to Mr. Quinlan's views. "The Chicago school does exist but it's not on the air—it's underground because of lack of salesmanship," he asserted. Mr. Bogart charged that many station salesmen (1) fail to sell in terms of the advertiser's interest; (2) do not attempt to relate the available programs to the client's character; (3) don't tell agencies and their clients what the programs will do.

New NAFBRAT Directors Named

Three new directors have joined 11 incumbents on the board of National Assn. for Better Radio and Television, Los Angeles, it has been announced by Clara S. Logan, president of the organization. They are Dr. Gary Cleveland Myers, editor of *Highlights for Children*, Honesdale, Pa.; Mrs. Forrest Radcliffe, tv chairman, United Church Women of Southern California and Southern Nevada, and Dr. Fredric Wertham, New York City psychiatrist.

TV CODE INFRINGERS FACE CLOSER WATCH

- **Personal product ads annoy**
- **Board flatly condemns SP**

Television stations that stretch the rules of the NAB Television Code Review Board will receive special monitoring attention prior to the NAB convention April 27-May 1.

While the board didn't say so in plain words, it was apparent after a two-day meeting in Washington last week that personal products and hemorrhoid preparations are still problems, along with subliminal advertising. And it was obvious that some tv station subscribers to the code refuse to discontinue hemorrhoid advertising much to the board's annoyance.

Officially, the board stated its position this way: "After reviewing monitoring undertaken on 67 stations and all three networks since the board's November meeting, as well as previous monitoring, the board instructed the Code Board staff to proceed immediately with supplementary monitoring of these code stations whose history has been in substantial violation of the code's provisions. Findings will be considered when the Code Board meets in Los Angeles April 28."

The action on subliminal perception was more specific. William B. Quarton, WMT-TV Cedar Rapids, Iowa, Code Board chairman, said a flat ban on this type of advertising was approved and will be submitted to the NAB Television Board at its May 1 meeting in Los Angeles.

Last November the code group asked code subscribers to refer any proposals for subliminal projection to the board, advising them not to experiment with the process pending its study.

Chairman Quarton said the problem has been studied and added the code body knows of no plan of tv stations to use subliminal signals. "We acted because we believe the American public has a right to approve or reject what comes over the home screen and this requires that the public be consciously aware of what it is viewing," he said. "Basically we have concluded that 'subliminal' would not be good for the public, the advertiser or the broadcaster."

The code body proposed this code amendment to the NAB Television Board: "The use of the television medium to transmit information of any kind by the use of the process called 'subliminal perception,' or by the use of any similar technique whereby an attempt is made to convey information to the viewer by transmitting messages below the threshold of normal awareness, is not permitted." Tv Board approval is required before the language becomes part of the code.

Mr. Quarton named a three-man subcommittee to study possible code revisions in advertising copy time standards, multiple spotting and contests. Members are Roger W. Clipp, Triangle Stations, chairman; Richard A. Borel, WBNS-TV Columbus, Ohio, and Donald H. McGannon, Westinghouse Broadcasting Corp.

At the April 27 code meeting Mr. Quarton and Edward H. Bronson, tv code affairs director, will describe new code promotional material including a 24-minute film produced by Westinghouse for the board.

Mr. Clipp will become Code Board chairman May 1, not March 24 as incorrectly stated in the March 24 BROADCASTING. Mr. Quarton is winding up his maximum two terms. E. K. Hartenbower, KCMO-TV Kansas City, will fill the vacancy.

Attending the Monday-Tuesday meeting, in addition to Messrs. Quarton, Borel, Clipp and McGannon, was Mrs. Hugh McClung, KHSL-TV Chico, Calif. Representing NAB were President Harold E. Fellows; Mr. Bronson and his assistant, Charles S. Cady; Thad Brown, tv vice president; Douglas Anello, chief attorney; Donald N. Martin, public relations assistant to the president, and Robert K. Richards, NAB consultant.

Justice Moore to Debate Access Before Ohio Broadcasters' Assn.

Chief Justice O. Otto Moore of the Colorado Supreme Court, one of the strongest juridical voices against the American Bar Assn.'s Canon 35, will debate on behalf of courtroom access for radio-tv at the Ohio Assn. of Broadcasters' April 11 meeting in Cleveland. His opponent will be Chicago attorney Wayland B. Cedarquist.

Judge Moore attracted radio-tv notice when he ruled in favor of broadcasting's right to cover the Graham murder trial in Denver. The coverage and subsequent documented opinions on broadcasting's court conduct from all principals in the trial eventually proved to be one of the strongest cases for repeal of Canon 35 [SPECIAL REPORT, May 13, 1957].

FTC monitoring of radio-tv, the Barrow Report on network practices and the local advertising tax threats are among a host of other current-interest topics that will be explored by persons connected with these issues, according to Hubbard Wood (WKRC Cincinnati), president of OAB.

FTC Comr. Robert Secrest will discuss the viewpoint of that agency in monitoring commercials. Plans are also being made to have a top agency speaker from Baltimore to report on the threat of local advertising taxes to media.

OAB sessions will be held in the Hotel Carter.

Catholic Broadcasters to Meet

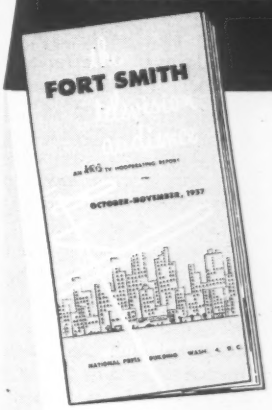
Improved program techniques and promotion of more religious broadcasts are among topics to be taken up by the Catholic Broadcasters of America, at its tenth annual convention in Chicago June 19-21.

About 485 active members are expected to attend the sessions at the Conrad Hilton Hotel and exchange ideas for better Catholic broadcasting.

National Tv Week Set Nov. 16-22

Observation of National Television Week is scheduled Nov. 16-22, with stations, networks, manufacturers and dealers joining in the annual promotion. The four co-sponsors

KFSA-TV
DOMINANT LEADER IN FORT SMITH ARKANSAS



ARB October-November, 1957

Sign-On to Sign-Off—
Sunday thru Saturday

KFSA-TV 53.9
Station B 37.1
All others 14.4

KFSA-TV leads in 9 of the TOP 10 shows

KFSA-TV leads in 17 of the TOP 20 shows

For Choice Availabilities, Contact—
NBC-ABC

KFSA-TV
Fort Smith
Arkansas

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

Regional Representative:
Clyde Melville Company, Dallas

of the event are NAB, Electronic Industries Assn., Television Bureau of Advertising and National Appliance & Radio-Tv Dealers Assn.

Harper on Opening Day Agenda At NAB Los Angeles Convention

Marion Harper Jr., president of McCann-Erickson, joins the list of principal speakers at the NAB Los Angeles convention on its formal opening day, Tuesday, April 29. He will address the luncheon meeting. In announcing the appearance, NAB described him as "one of the most dynamic leaders in the advertising world, a central figure in the recent move of the Buick auto account to McCann-Erickson."

MR. HARPER

FCC Chairman John C. Doerfer and Dr. Frank Stanton, president of CBS Inc., will speak at the April 29 morning program. Dr. Stanton will be the keynote speaker and will receive NAB's seventh annual Keynote Award [TRADE ASSN., Feb. 3].

The Sixth U. S. Army Pipe Band from the San Francisco Presidio will signal the formal opening of the convention at the Biltmore Hotel.

Meetings of industry groups and segments of the NAB membership will be held April 26-27-28, preceding the formal opening. Convention exhibits will open the afternoon of April 27.

NAB's 12th annual Broadcast Engineering Conference will start April 28 at the Statler Hotel, running through May 1 when the management convention also closes. Engineering delegates will meet jointly with management the mornings of April 29 and 30. Equipment and service exhibits will be on display at both the Biltmore and Statler.

NAFBRAT Issues Sponsor List

National Assn. for Better Radio and Television has prepared a list of sponsors of television programs—325 companies, listed alphabetically with addresses and the name of the individual, usually president or board chairman, to be addressed when writing letters of commendation or complaint. The NAFBRAT letter accompanying the booklet suggests that letters to sponsors be specific, naming the program, station, time and date, as well as the purpose of writing. It also says "Address your letter to the head man! He is responsible for the selection of programs." The booklet is priced at 55 cents a copy.

Three More NAB Exhibitors

Three exhibitors have been added to the list of displays at NAB's Los Angeles convention April 27-May 1 [TRADE ASSNS., March 24]. They are Electronic Applications Inc., Flamingo Telefilm Sales and U. S. Treasury Savings Bond Div.

WOMEN: HOW MANY AND WHAT THEY DO

Survey count of 2,256 stations employing 26,406 persons, 5,806 of them women.

Position	Total Women Employes	Projected Total * Women Employes	% of Total	Average Years Employment
ADMINISTRATION/MANAGEMENT	263	386	4.2%	4.1
ART	24	38	.4	1.9
CLERICAL	930	1,377	15.0	1.0
CONTINUITY	725	1,075	11.7	1.5
FILM LIBRARY	93	138	1.5	1.5
MUSIC LIBRARY	176	257	2.8	2.5
NEWS	46	64	.7	3.1
OFFICE MANAGER	153	230	2.5	3.9
ON-AIR RADIO	365	542	5.9	2.4
ON-AIR TV	174	257	2.8	1.6
PRODUCER/DIRECTOR	37	55	.6	3.3
PROMOTION	140	202	2.2	1.6
PUBLICITY	37	55	.6	2.9
PURCHASING	7	9	.1	3.0
RECEPTIONIST	370	551	6.0	1.5
SALES	161	239	2.6	2.0
SECRETARIAL	1,301	1,919	20.9	.8
SWITCHBOARD	255	376	4.1	1.2
TRAFFIC	663	983	10.7	2.1
OTHER	293	432	4.7	1.7
	6,213**	9,185	100.0%	

* Based on average of 2.57 women per station, 3,574 stations.
** 407 women or 7% serve in more than one capacity.

STATION PAYROLLS LIST 9,200 WOMEN

- **AWRT releases study results**
- **2,256 radio-tv outlets polled**

Approximately 9,200—or more than one-fifth—of all employes of U. S. radio and television stations are women, according to survey results being released today (Monday) by American Women in Radio & Television.

The study, one of the first ever done on this subject, was conducted over a period of a year by a special AWRT committee headed by Marion Annenberg, promotion manager of WDSU-AM-FM-TV New Orleans. Highlights of the findings:

- The average station has 11.7 employes, of whom 2.6 are women.
- The 2,256 stations which replied to the survey reported 5,806 women on their payrolls. Total employment at these stations is 26,406.
- Projections of the questionnaire results indicate that 41,816 persons are employed at the 3,574 radio and television stations that were on the air when the survey was started last March. Of these, 9,185 are women.
- Women hold positions at virtually every level from general staff to top management. Secretarial, clerical, continuity and traffic jobs, in that order, are the spots where women are most apt to be found. But more than 4% are in administration/management, 2.6% are in sales, 2.5% are office managers and 8.7% do on-air work in radio and/or tv. A total of 7% handle more than one job.

In the survey, questionnaires were sent to all 3,574 stations on the air last March 15. Of these, 63% replied with data on total number of employes plus the number of women and their average length of employment in almost a score of job categories. The results, along with projections to an all-station basis, are shown above.

The figures include women employed at network-owned stations but do not count those employed by networks in jobs not directly concerned with station operation. No separate radio-tv breakdown was made.

In conducting the survey the AWRT group had the initial assistance of NAB and its President Harold E. Fellows, of Robert D. Swezey of WDSU-AM-FM-TV and of other station managers.

Missouri Plans Freedom Center

Plans for a Freedom of Information Center at the U. of Missouri School of Journalism, Columbia, will be submitted to journalistic groups and reviewed next December at the school's annual Conference on Freedom of Information. The plan has the backing of 18 representatives of news media and professional organizations who met March 14 at the university. NAB was represented by Howard H. Bell, assistant to the president and state association coordinator. The freedom center would be designed to serve as a focal point in the struggle of U. S. news media to gain access to information which properly belongs to the public, gathering case histories and serving as a factual clearing house.

ANA Workshop Set for Next Month

The fifth annual workshop on "Advertising Budget and Cost Control" will be held by the Assn. of National Advertisers April 24-25 at the Westchester Country Club, Rye, N. Y. Participants in the workshop, in-

WHEN Worth Kramer introduced Lowell Thomas to the Detroit Adcraft Club March 21, he had a tale in the tradition of the CBS newsman's Arctic adventures. Mr. Thomas, snowbound in Pawling, N. Y., arose at dawn and dug out of his home, arriving at LaGuardia Field in time for the Detroit flight. The club had arranged to pick up his speech from Pawling on a two-way line, but Mr. Kramer, executive vice president of WJR Detroit and club president, was happy to present the speaker live.

cluding member company advertising managers, corporate financial executives and advertising budget control personnel, will explore advertising budget and cost control policies and practices.

Five New Members Named to Join NAB Radio Board at Convention

Five new members will join the NAB Radio Board of Directors during convention week (Los Angeles, April 27-May 1) as a result of elections completed last week. Seven directors were re-elected.

Those elected were Simon Goldman, WJTN Jamestown, N. Y., Dist. 2 (incumbent); Jack Younts, WEEB Southern Pines, N. C., Dist. 4, for James H. Moore, WSLS Roanoke, Va.; F. C. Sowell, WLAC Nashville, Tenn., Dist. 6 (incumbent); J. M. Higgins, WTHI Terre Haute, Ind., Dist. 8, for E. F. Baughn, WPAG Ann Arbor, Mich.; Ben B. Sanders, KICD Spencer, Iowa, Dist. 10 (incumbent); Robert L. Prat, KGGF Coffeyville, Kan., Dist. 12 (incumbent); George C. Hatch, KALL Salt Lake City, Dist. 14 (incumbent); Robert J. McAndrews, KBIG Avalon, Calif., Dist. 16, for Robert O. Reynolds, KMPC Beverly Hills, Calif.; John H. DeWitt Jr., WSM Nashville, large stations, for John M. Outler Jr., retired from WSB Atlanta; Fred A. Knorr WKMH Dearborn, Mich., medium stations, for Todd Storz, Storz Stations; J. R. Livesay, WLBH Mattoon, Ill., small stations (incumbent); Merrill Lindsay, WSOY-FM Decatur, Ill., fm stations (incumbent).

Ballots were convassed and certified by an election committee comprising Everett L. Dillard, WASH (FM) Washington, chairman; Joseph Goodfellow, WRC Washington, and Thomas F. McNulty, WWIN Baltimore.

One vacancy remains on the Radio Board, caused by the move of J. G. Paltridge from KROW Oakland, Calif., to KABC Los Angeles. A special Dist. 5 election is under way, to be completed in early May.

New Broadcasters Club in D. C. Elects; Fellows Heads Board

Local members of the new Broadcasters Club of Washington met last week to elect the first board of governors which in turn elected club officers. Governors chosen by 75 Washington members are:

President Harold E. Fellows of NAB, who was elected chairman of the Broadcasters Club board; Joseph Baudino, vice president, Westinghouse Broadcasting Co.; Everett Dillard, engineering consultant; Earl H. Gammons, radio-tv consultant; Fred Houwink, general manager of WMAL-AM-FM-TV Washington; Ted Koop, director of news and public affairs, CBS, Washington; Leonard H. Marks, attorney; Neville Miller, attorney, Robert K. Richards, public relations counsel; James D. Secrest, executive vice president, Electronics Industries Assn.; Carleton Smith, vice president, NBC, and Ben Strouse, president of WWDC Washington.

The governors elected Mr. Marks president; Mr. Richards first vice president; Mr. Baudino second vice president; Mr. Strouse secretary, and Mr. Secrest treasurer. Terms for board members who are officers are until January 1960, for others until January 1959.

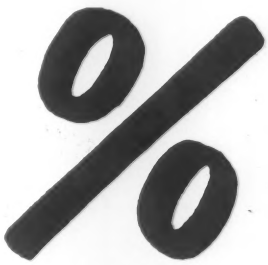
John Meagher, NAB vice president, was appointed chairman of the membership committee with Vince Welch, Washington lawyer, and Howard Lane, managing director of KOIN-TV Portland, Ore., as committeemen. House committee: Mr. Richards, chairman; Lester Lindow, executive director, Assn. of Maximum Service Telecasters; Frank Russell, NBC vice president, and William T. Stubblefield of Stubblefield, Hamilton, Twining & Assoc., station broker. Broker James W. Blackburn, of Blackburn & Co., is finance committee chairman.

Indiana Broadcasters Elect Higgins at March Meeting

Joseph M. Higgins, general manager of WTHI-AM-TV Terre Haute, Ind., was elected president of the Indiana Broadcasters Assn. at its regular March meeting in Indianapolis March 21. He succeeds Lester G. Spencer, WKBV Richmond.

Other officers elected by IBA were Eldon Campbell, WFBM-TV Indianapolis, vice president-tv; Richard E. Jackson, WSAL Loganport, vice president-am; Elmer G. Sulzer, WFIU (FM) Bloomington, vice president-fm; Roy L. Hickox, WLRP New Albany, secretary-treasurer; William C. Fowler, WBAT Marion, assistant secretary; Ron Ross, WPTA (TV) Roanoke (Fort Wayne), assistant treasurer.

New directors are Mr. Spencer; Daniel C. Park, WIRE Indianapolis; E. Berry Smith, WFIE-TV Evansville; Neal Welch, WSBT-AM-TV South Bend; Robert Harris, WLOI La Porte; Paul Brines, WSJV (TV)-WTRC Elkhart, Ind.



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KJEO-TV consistently serves Fresno and the fabulous San Joaquin Valley better for less. Call your BRANHAM man for complete details. We GUARANTEE you'll save your energy, get more for your money on KJEO-TV. ACT TODAY!

'SPACE AGE' DOMINATES IRE MEET

- **But some new equipment, theories have application to radio-tv**
- **Samples: mural tv, stereophonic discs, multiplex, single sideband**

The annual Institute of Radio Engineers convention loaded New York hotels, created traffic jams near the Coliseum which housed the exhibits and spewed forth a crop of "Space Age" developments, aids and devices soaring farther and farther afield for "broadcasting."

Squeezed in among the sessions—dealing with everything from missiles and satellites to atomic clocks and all-glass transistors at Monday-Thursday technical meetings held at the Coliseum and the Waldorf-Astoria Hotel—was mention of mural tv, stereophonic discs, multiplex and single sideband broadcast developments.

Robert M. Bowie, director of research, Sylvania Electric Products Inc., detailed his company's progress on mural tv at a news conference Thursday. Mr. Bowie said work at Sylvania envisions an electronic panel instead of a tv picture tube. But, he warned, its feasibility for commercial tv is doubtful and research at present is aimed for military and industrial use.

Among its problems still to be ironed out: how to obtain brightness without afterglow, how to reduce the cost (prototype experimentation is very expensive) and how to avoid tendencies to shading. He said experimentation with color showed the mural or panel system to tend to pastel shades rather than bright color. He conceded that the development some day in the future might be feasible as an intensifier for tv projection in theatres. Current uses seen: battlefield surveillance and tracking of missiles.

Westinghouse Research Labs scientists reported a new experimental tv display screen which they claimed is brighter than any previously reported and no thicker than a picture frame. It was described by Westinghouse Electric Co. as representing an "important step forward in efforts to replace the bulky, high-vacuum television picture tube with a flat, bright 'solid state' display screen." While this mural tv (called "Elf Screen") has many advantages over the conventional tv picture tube, Westinghouse officials said that commercial screens are several years away and that the outstanding feature of the cathode ray tube not yet duplicated by the Elf Screen is the ease of scanning or signal distribution that is inherent in the tube.

A development hailed as "the first compatible stereophonic record" was demonstrated by Dr. Peter C. Goldmark, president of CBS Labs, at a news conference Wednesday. The stereophonic record was developed by CBS Labs in cooperation with Columbia Records and, according to Dr. Goldmark, can be played with existing monaural pickups and have the same level and sound quality as the standard LP records when played with these pickups. For full stereophonic effect, Dr. Goldmark added, stereophonic equipment is needed.

The commercial applications of the record have not yet been fully explored, Dr. Goldmark said. He indicated the record could have some use for broadcasting stations, particularly fm outlets experimenting with stereophonic sound.

Robert R. Thalner, chief engineer of Sylvania Home Electronics (division of Sylvania Electric Products), spoke of a new approach to product planning that delivers reductions of up to 50% in normal tv set planning cycles and bringing them "weeks and even months closer to the consumer market."

The system is described as "the parallel approach" which starts the new product in the styling section but with engineering procurement and production sections entering the planning cycle earlier than in the "sequential approach" or conventional method.

Among the technical papers: remote control of 50-kw transmitters by R. N. Harmon of Westinghouse Broadcasting Co.; report on multiplex experimental work at WCAU-FM Philadelphia by E. J. Meehan of the station; field test of compatible single sideband at WABC New York by ABC's R. N. Morris; improved compatible single sideband equipment for standard broadcast service by L. R. Kahn of Kahn Research Labs.

THE AMOUNT *of shoe leather used by an estimated 55,000 engineers and scientists while looking over 850 exhibits filling four floors of the New York Coliseum was the only statistic missed by the Institute of Radio Engineers in tracking attendance at its "greatest electronic show on earth" held Monday-Thursday of last week. Shown is a slice of the exhibition as seen from the second floor mezzanine (looking down on booths set up on the second floor) at the opening of the annual IRE convention-exhibit. The saucer-like array towering in the background is a three-story mobile antenna designed and manufactured by D. S. Kennedy & Co., Cohasset, Mass., that is adaptable for scatter propagation site surveys (see adjacent exhibit story).*

New Radio-Tv Items Shown Off to IRE

A stream of electronic developments and products—some of them applicable to radio and tv—flowed forth last week from the Institute of Radio Engineers' annual convention and exhibit held in New York.

General Electric Co. unveiled a new glass housing for transistors that the company said had potential production cost savings. Transistors now are housed in metal cases as were vacuum tubes when they were first made 40 years ago. Corning Glass Works showed a two-piece all-glass transistor case, the sealing performed in about 10 seconds.

Corning's glass developments include cathode ray tubes capable of withstanding extremely high bakeout temperature; automatically produced glass screens with 562,500 precisely etched holes per square inch (suitable for targets in image orthicon tubes); a contoured twin-panel tube that consists of a specially curved glass face panel (replaces the flat-type safety plate) that is bonded to the panel skirt of a finished tv tube. The twin-panel tube is a shorter assembly that allows freedom in design of smaller more compact sets and Corning claims it will increase picture brightness and definition. A new Corning-developed cement that is being used to seal the face panel to the funnel of all-glass color tv bulbs was shown.

Sylvania Electric Products Inc. also displayed new tube developments. It has a new type construction for electron tubes that uses a grid made up of taut horizontal wires

individually locked in ladder sequence to a one-piece, window-like frame made of flat metal. The grid development is designed to improve the overall performance of many types of electronic equipment.

Sylvania also unveiled a universal 110-degree test picture tube—an 8-inch model weighing 2 pounds—that is a servicing aid and a substitute for checking regular picture tubes or associated circuits.

RCA displayed publicly for the first time various developments in electronics, radio, television and high-fidelity sound reproduction. Perhaps the highlight of the exhibit was an experimental, completely-transistorized, closed circuit tv system, which employs a portable receiver and a miniaturized tv camera.

Other features of the RCA exhibit were a "pencil" type tube for use in the communications systems of military aircraft, which is designed to withstand extreme temperatures and high altitudes; a color tv display, which permitted visitors to inspect, through a magnifying glass, the million tiny color dots on the faceplate of an RCA color tv picture tube; a line of RCA traveling-wave tubes which can be used in airborne radar, and portable, ground-operated microwave communications equipment; a developmental "Thyristor," a new high-speed switching transistor for electronic computers and automatic control systems; a giant RCA superpower radio tube with a plate input of one million watts; two new RCA tubes, developed to meet the requirements of high-quality, high-fidelity audio amplifier designs.

General Instruments Corp. announced the company has started the mass production of "economy-priced" miniature silicon power rectifiers, designed to open up the market for semi-conductors in consumer and commercial products. The rectifiers, which will cost as low as 40 cents each in quantity as compared with prices of $1 to $80 for other types, can be used in tv sets, tape recorders and other equipment.

D. S. Kennedy Co., Cohasset, Mass., exhibited a new 28-foot mobile antenna, which the company said is adapted particularly to scatter propagation sites.

The development of a new electronic portable power source was reported by the National Carbon Co. Its new "Eveready" Energizer was described as a leak-proof alkaline cell, which will improve operations of devices such as portable radio amplifiers, tape recorders and audio amplifiers. The Yardney Electric Co. demonstrated its lightweight battery (less than 18 pounds in weight), which permits a tv set to be operated anywhere.

Philco Corp. unveiled a new series of power transistors; Pacific Semiconductors Inc. had an animated display of a new semiconductor called a Varicap that is no bigger than a teardrop but is designed to replace components many times its size and weight in radio and tv circuits. It is expected to aid automatic tuning of monochrome tv images, of maintaining color tv fidelity and of locking fm sets on a station signal.

Blonder-Tongue Labs held demonstrations in Newark, N. J., during the IRE week of its Bi-Tran which enables two different programs to be broadcast on one channel, thereby doubling tv program outlets. Its use is seen for special tv needs of educators, public service and private programmers.

Telechrome Mfg. Corp. demonstrated its method of inserting standard test signals in the black line between frames of a tv picture (the vertical blanking interval). The method permits broadcasters to transmit video transmission test signals and local picture reference signals during program time.

95 Million Radio Sets in Use In U. S. Homes, EIA Reports

American homes have 95 million radio sets in use of the 273 million that have been produced by set manufacturers since 1921, according to Electronic Industries Assn. Another 35 million sets are in autos.

Forty-six million tv sets are being operated in 41.9 million homes, according to EIA.

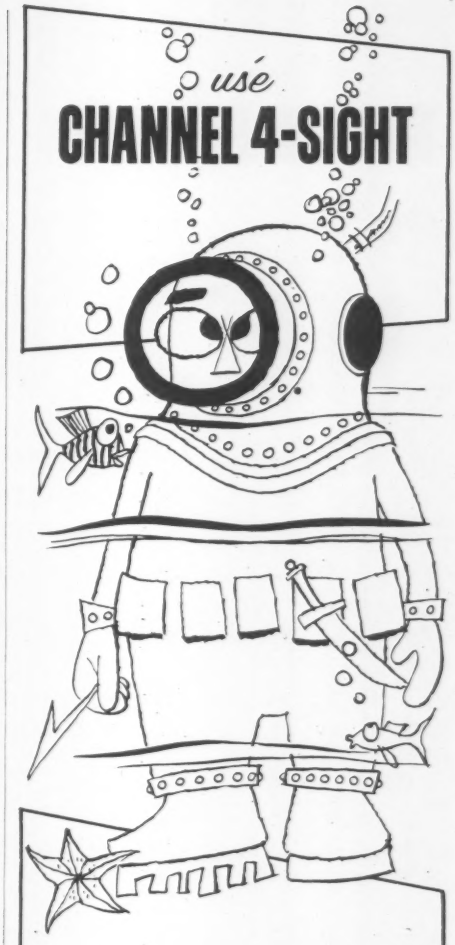
Basic data on electronics production have been published by EIA in the 1958 edition of *Electronics Industry Fact Book*. The industry has become the fifth largest in the U. S. manufacturing group, according to EIA, with the value of manufactured products amounting to $7.6 billion in 1957.

"When distribution and maintenance costs and broadcasting revenues are added," according to EIA, "electronics industry sales exceed $13 billion.

"An outgrowth of the prewar radio industry, electronics finds its techniques used increasingly by all segments of the economy. Government purchases of military electronic equipment reached an all-time high of $3.9 billion during 1957. Industrial and commercial electronics increased by 50% from $950 million to $1.3 billion. Annual factory sales of consumer products are up from $1.4 billion to $1.5 billion, reflecting the resurgence of radio and phonograph popularity. The 15.5 million radios that moved from the production line during 1957 are the greatest number since 1948. Phonographs, particularly hi-fi, plus record player attachment sales passed the 5 million mark for the first time in the industry's history." The fact book shows total tv production of 6,399,345 sets in 1957.

New RCA Division Established

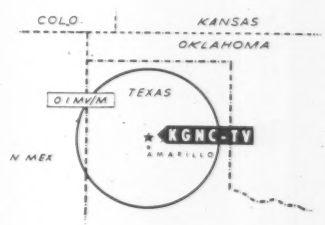
RCA has established a new division called RCA Semiconductor and Materials Div., with headquarters to be at Somerville, N. J., plant which housed the former RCA Semiconductor Div. In announcing the new RCA divison, W. Walter Watts, executive vice president of RCA's electronic components, explained last week that the new unit would be responsible for engineering, manufacturing and marketing of semiconductors and materials and the basic components fabricated from them. Dr. Alan M. Glover was appointed the division's general manager and William T. Warrender general products manager for electronic components. The men, respectively, have headed up the former Semiconductor and Components Divisions at RCA.



You won't suffer that sinking feeling if you use Channel 4-Sight on the Great Golden Spread.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw
Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY **KATZ MAN**

DISMISSAL OF BMI SUIT SOUGHT

- **Defendants file motion in New York district court**
- **Charge songwriter plaintiffs lack legal standing**

A motion to dismiss the massive, four-year-old, $150 million songwriter suit against BMI, the networks, related companies and other defendants was filed in the U. S. District Court for the Southern District of New York last week.

It argued that the plaintiffs—33 songwriters, all members of ASCAP—lacked legal standing to sue, even if their allegations were true. The plaintiffs have 10 days to reply, but this deadline may be extended.

Grounds claimed for dismissal were spelled out in an affidavit by Max Freund of the New York law firm of Rosenman Goldmark Colin Kaye, counsel for BMI and several other defendants. The affidavit cited legal decisions holding that "the only injury to 'business or property' which is actionable under the antitrust laws is a 'direct'—as opposed to an 'indirect'—injury."

In this case, the affidavit continued, the "alleged conspiracy to restrict the use of compositions written by plaintiffs, if it injures anyone, injures the business of ASCAP and of publishers directly. It indirectly injures the plaintiffs only secondarily and in a fashion which . . . is not actionable." The affidavit went on:

"If there is a conspiracy in violation of the antitrust laws, which we deny, any right to sue for injury arising therefrom resides in plaintiffs' publishers and in ASCAP, not in the plaintiffs."

The affidavit contended that the plaintiffs' "only specific damage claim" is that they would have received more money from ASCAP if the alleged conspiracy had not existed. It said the 33 received over $2.5 million from ASCAP during a six-year period and that the plaintiffs claimed they might have received $4 million more.

In the defendants' motion the court is asked, if it finds "material facts regarding the plaintiffs' standing to sue, to hold a separate trial on these issues in advance of the multitude of other issues involved in this action." Such a separate trial, the court was told, could save vast amounts of time. Already, it was noted, pre-trial examinations have exceeded 27,000 pages and about 10,000 exhibits and "both sides have indicated that many additional persons will be examined in the future."

In essence, the songwriter suit charges the defendants conspired to create a monopoly in music performance rights, set up a music pool [BMI] and caused stations to give preference to BMI music and limit the performance of other music. In addition to $150 million treble damages under antitrust laws, it seeks dissolution of NAB and divorcement of BMI from broadcast ownership [PROGRAM SERVICES, Nov. 16, 1953].

The defendants not only denied "all alleged illegal conduct" but also claimed as additional defenses, "plaintiffs' failure to state a claim upon which relief can be granted; the statutes of limitations of New York and other states; laches [failure to act at the proper time]; covenants not to sue executed by ASCAP and certain of the individual plaintiffs; and the binding effect upon the plaintiffs of the fees fixed by ASCAP in license contracts," plus the lack-of-standing claim.

The affidavit also traced the background of stormy relations between ASCAP and broadcasters that led to the formation of BMI in 1940 after ASCAP refused to meet with broadcaster representatives or let them know what terms ASCAP wanted in new music performance contracts.

When the court ruled in 1948 that ASCAP was a monopoly, the affidavit also noted, it found that ASCAP controlled "between 80 and 90% of all copyrighted music available and suitable for public performance." As late as 1955, the affidavit said, ASCAP's own statistics showed that about 85% of all copyrighted music on radio and 90% of all on tv were ASCAP music.

The affidavit also sketched ASCAP's organization and method of doing business, including its complicated formula for paying its members for performances of their music. For instance:

"The December 1952 distribution records of ASCAP show that Richard Adler with 2,278 performance credits received $77.76, whereas Richard Hageman, who had only one-third as many [performance] credits, received $1,830.40 or almost 25 times as much. In the same distribution Hoagy Carmichael and Dorothy McCarthy . . . received approximately the same royalties, $5,564.13 and $5,634.50, respectively; yet Carmichael had 85,139 performance credits and McCarthy only 35,923, or less than half. . . ."

The affidavit also contended that "although the agreements between ASCAP and the plaintiffs . . . state that *exclusive* rights are assigned to ASCAP, the ASCAP consent decree at all times since 1941 enjoined ASCAP . . . from acquiring or asserting exclusive performance rights in compositions thus assigned to it."

The motion was filed on behalf of BMI and related companies; RCA and NBC; CBS and associated companies; AB-PT and Mutual, along with various officers and former officers of these companies, plus Storer Broadcasting Co. In all there are 43 corporate and individual defendants.

one reason for

winning Quarters

Our Miss Brooks
2–2:30 pm
Monday–Friday

From noon to 6 pm weekdays
WMAL-TV leads in February ARB

Quarter-Hour Wins:

WMAL-TV	**70**	**(4 ties)**
Station 2	35	(5 ties)
Station 3	6	(1 tie)
Station 4	4	

Share of Audience:

WMAL-TV	**35.6**
Station 2	31.3
Station 3	19.7
Station 4	12.8

Average Quarter-Hour Rating:

WMAL-TV	**9.7**
Station 2	7.1
Station 3	4.2
Station 4	3.9

wmal-tv abc

maximum power on channel 7 in Washington, D.C.
an Evening Star station represented by H-R Television, Inc.

UN Will Spend $1.7 Million On Radio-Tv-Film Service in '58

The United Nations will spend about $1.7 million this year for its combined radio, tv and film service, Michael Hayward, chief of operations for the unit, has announced. The unit is a supplier of material and facilities for radio and tv shows to network stations.

Mr. Hayward on behalf of the UN was host to a group of agency and station executives in a workshop session held in New York by the Radio & Television Executives Society. Demonstrated was the unit's "hot" kinescope process which Mr. Hayward claimed is one of the fastest in tv. A kine can be ready for editing two minutes after the action takes place.

Previewed for the first time was an eight-minute program prepared by the UN unit and not yet offered to tv. Entitled *Prospect '58*, the film is devoted to outer space and the question of UN jurisdiction in "space territory." Mr. Hayward urged consideration of additional advertiser sponsorship of news and special events prestige programming, including UN material, noting that Prudential Insurance Co. places 80% of its budget in prestige tv shows and that U. S. Steel (institutional) participates in this type of programming.

Film Service Offered in Hawaii

Motion Picture Service Center Ltd. has opened in Honolulu, renting film equipment and offering facilities and services for production, it has been announced by Ed Carlson, president. Edward J. Miller is vice president and Thomas W. Flynn secretary-treasurer of the firm, located at 2424 Kalakaua Ave. The Service Center, claimed to be the first firm of its kind in the South Pacific, is offering equipment at prevailing Hollywood rental rates, saving expenses of dealing with the mainland.

DuPont Awards to Utley, KRON-TV, KARD-TV

KRON-TV San Francisco, KARD-TV Wichita, Kan., and NBC newsman Clifton Utley have received the 1957 Alfred I. duPont Radio and Television Awards. The presentations for "meritorious service to the American people" came at the DuPont Awards Foundation's 16th annual dinner Friday at the Mayflower Hotel in Washington, attended by industry leaders.

Last year's winners were KNXT (TV) Los Angeles, WFMT (FM) Chicago and NBC commentator Chet Huntley. Awards are plaques and $1,000 honorariums.

Harold P. See, general manager of KRON-TV, accepted the KRON-TV award "for use of television as a medium for the enlargement and enrichment of public experience." Dr. Francis P. Gaines, chairman of the awards committee and president of Washington & Lee U., Lexington, Va., said "KRON-TV conspicuously demonstrated a healthy and continuing concern for the deeper and more permanent interests of the public."

KRON-TV programs acclaimed by the awards committee were *Explorers of Tomorrow*, which sought to stimulate pre-high school interest in scientific and technical careers; *Mirror on Us*, a study of foreign public opinion in relation to American attitudes, and *California Crisis: Water*.

President George M. Brown of KARD-TV was present to receive the duPont citation to his station. Praising the "scope and consistently high purpose of its extensive public service programming," Dr. Gaines cited a series of 59 programs designed to educate the Wichita area in the purpose and function of its free institutions. These "serve a vital purpose in helping citizens to identify themselves with their community and integrate themselves with its life," the Virginia educator said.

Mr. Utley heard his broadcasts described as "authoritative, intelligent, responsible and literate reporting and analysis of public affairs in both radio and television." He is heard on WMAQ-WNBQ (TV) Chicago, NBC-owned stations. "Refusing to oversimplify the complex, or to overinflate the trivial and ephemeral, he epitomizes the best in American news broadcasting and telecasting," Dr. Gaines said. William Ray, central division news director for NBC, joined Mr. Utley in response to the honor.

Winners were reminded by Paxton Davis of the W&L U. Lee Memorial Journalism Foundation, acting awards curator, that cash stipends may be used for scholarships in communications. The DuPont Awards were established by Mrs. Jessie Ball duPont in memory of her husband.

On the awards committee with Mrs. duPont and Dr. Gaines are Byron Price, former assistant secretary general of the United Nations; Mrs. Samuel J. McCartney, chairman of the communications division of the General Federation of Women's Clubs, and Virgil Carrington Jones, manager of the Washington office of the Curtis Pub. Co.

DUPONT AWARD WINNERS (L TO R): SEE, BROWN, UTLEY

EIA Names Hoffman for Award

H. Leslie Hoffman, head of Hoffman Electronics Corp., has been named to receive the 1958 Medal of Honor of Electronic Industries Assn. Mr. Hoffman is a director and past president of EIA. Presentation will be made at EIA's annual convention, to be held May 21-23 in Chicago. The medal is awarded for outstanding contribution toward advancement of the electronics industry.

MPSE Cites 'Silent Service'

Twin Dolphin Productions' *Silent Service* has received the Motion Picture Sound Editors' 1957 award for the best sound-edited tv series in 1957. The series won over four other nominees, all westerns, MPSE said. Admiral Thomas M. Dykers, U.S.N., and George M. Cahan, producers of *Silent Service*, with sound editor Leonard Davison, received the award at the MPSE annual luncheon March 18 in Los Angeles.

Peabody Awards Wednesday

The annual Peabody Awards luncheon and the presentation of radio and tv awards to winners will be held Wednesday at New York's Hotel Roosevelt, John C. Daly, ABC vice president and president of Radio & Television Executives Society (sponsor of the luncheon), has announced. Bennett Cerf, chairman of the Peabody Awards, will be m. c., and together with Dean John E. Drewry of the Henry W. Grady School of Journalism of the U. of Georgia, will make the presentations.

Oh, Stop blubbering, Smidley!!
Gad, man, I can't stand tears. But get this straight . . . I want some alert, wide-eyed time buying around here. Just check this Cascade market. It's big, Smidley, big! KIMA-TV with its satellites is the biggest, exclusive TV buy in the West. And, mind you, it's getting bigger every day. A billion-dollar market that's ours with one single buy. Now let's not miss it again, huh, Smid?
Quite a market . . .
Population 563,875
Retail Sales $657,655,000
Source: 1957 "Survey of Buying Power"
KBAS-TV
KIMA-TV
KEPR-TV
KLEW-TV
KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR—TV, Pasco, Wash.
KLEW—TV, Lewiston, Idaho
and KBAS—TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY
NATIONAL REP: WEED TELEVISION
PACIFIC NORTHWEST: MOORE & ASSOCIATES

RKO, Rank Sign to Form Global Tv Films Setup

Broadcaster Thomas F. O'Neil last week took the first step toward re-entering the feature film-making business when his RKO Teleradio Pictures Inc. signed an agreement with the Rank Organization, Pinewood, England, that will put RKO into the film production-financing field.

RKO Teleradio (WOR-AM-TV New York, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis and WGMS-AM-FM Washington), will, like United Artists Corp., provide capital to independent producers in exchange for world-wide distribution rights of the films. The new company—unnamed for the moment—will make full use of RKO and Rank distribution organizations, with Rank providing clerical, shipping and inspection services. With the old RKO lot in Hollywood now converted to tv production (Desilu, etc.), it's expected that many films will be made abroad. Universal Pictures Corp. will continue to handle U. S. distribution of RKO products and the new agreement does not cover Japan and Mexico.

It is most unlikely that the new products resulting from the O'Neil-Rank partnership will make its way to tv, despite the fact that no guild residual payments would be involved for foreign-made films. The reason was put forth Thursday by John Davis, deputy chairman and managing director of the Rank Organization. In New York prior to returning to London, Mr. Davis said no Rank product will be seen on tv either in the U. S. or in Great Britain. His reason: television, in Great Britain, has cut into theatrical box office by over 20%. As a result, the British motion picture industry has asked the Macmillan government for relief of the steep (35-50%) entertainment tax on theatre tickets. What is more, the Cinematograph Exhibitors Assn. has openly threatened any British film producer with boycott should he spring his product on tv.

(British tv sets-in-home currently number 8 million; within the next year, the saturation point of 12.5 million will be reached, according to the J. Arthur Rank executive; however, it would be "improbable" that complete saturation of home audiences would be effected in terms of station coverage.)

Mr. Davis said that as far as he is concerned, the "last" deal Rank has made with U. S. tv was the 1955 agreement with ABC-TV for "Famous Film Festival." These pictures now are the property of ABC Film Syndication until their rights expire in May 1959.

ABC Film Syndication Forms Sales Division for Tv Re-runs

ABC Film Syndication, New York, has established a new division, called Proven Programs, which will sell to stations and agencies the repeat runs of programs which earlier have had network exposure or first-run syndication showing, it was announced last week by George T. Shupert, president.

The division will offer 501 half-hours of programs created especially for television and 36 full-length feature films. The programming will include such series as *Code 3, Racket Squad, Sheena, Queen of the Jungle, The Playhouse, Herald Playhouse, Douglas Fairbanks Jr. Presents, The Three Musketeers* and *Kieran's Kaleidoscope.*

Mr. Shupert reported that the new division will begin operations within 30 days, at which time a division manager will be appointed. He will be under the supervision of Phil Williams, vice president in charge of syndicated sales for ABC Film.

NTA Appoints Abrahams to Head New Creative Programming Unit

The establishment of a creative programming department at National Telefilm Assoc., New York, and the appointment of producer Mort Abrahams as its director were announced last week by Oliver A. Unger, NTA president.

MR. ABRAHAMS

Mr. Abrahams has served as executive producer of NBC-*TV's Producers' Showcase* series and recently was the producer of 22 live shows on that network's *Suspicion* series. Since 1951, Mr. Abrahams has been active as a tv producer and earlier served in a similar capacity in the motion picture field with Laurel Films and Columbia Pictures.

Mr. Unger said: "We expect to become more actively engaged in creative programming to supply the ever-increasing needs of the television industry. With motion pictures becoming more limited in supply, we naturally are going to concentrate on the development of new programming concepts which will eventually fill the programming gaps created by the dwindling supply of feature films. It is our intent to produce both live and filmed programs."

UA-TV Offers 'Third Package' Of Seven Movie Films for Sale

No concrete "third package" of post-1948 feature films-to-tv has been announced by United Artists Tv, pioneer tv distributor of recent-vintage theatrical film, but UA-TV is not letting hungry film buyers go unfed. Without the fanfare of the kind accompanying its 1956 and 1957 packages, UA-TV is offering stations a group of seven post-'48 films of which only three rated high in "box office appeal." They are "KonTiki," a documentary released theatrically in 1950-51; George Pal's semi-documentary "Destination Moon," and "The Malta Story," another semi-documentary produced in Great Britain and starring Alec Guinness. The remaining four are "Happy-Go-Lovely" with Vera Ellen and David Niven, "Bullet for Joey" with Edward G. Robinson, and two "B" films, "Break for Freedom" and "Midnight Expose."

The packet of seven films apparently was put together with the NAB convention in mind, according to UA-TV sales manager John Leo. He calls it "a pre-convention special with an Academy Award winner leading the pack," a reference to Alec Guinness who last week won an Oscar for the best actor of the year. Since placing it on the block last Monday, Mr. Leo's staff has sold some 20 markets on the packet, including WCBS-TV New York, which boasts one of the largest film libraries in the country. UA-TV officials emphasized that this is not the much-awaited "third package of blockbusters." It is expected contents of that group would be made public in Los Angeles late in April.

FILM SALES

ABC Film Syndication, N. Y., announces sale of its "Galaxy 20" package of feature films in 11 additional markets, raising total markets to 21. Latest sales were to KONO-TV San Antonio, KSD-TV St. Louis, WPST-TV Miami, WMAR-TV Baltimore, WNAC-TV Boston, KFMB-TV San Diego, KTRK (TV) Houston, KCRA-TV Sacramento, KPTV (TV) Portland, KERO-TV Bakersfield, Calif., and KTTS-TV Springfield, Mo.

R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., has purchased *Boots and Saddles—The Story of the Fifth Cavalry* in four markets: KGO-TV San Francisco, WHBQ-TV Memphis, KOTV (TV) Tulsa and WFBC-TV Greenville; *Silent Service* on WBRC-TV Birmingham, Ala. Both series are syndicated by California National Productions' NBC Television Film division.

Associated Artists Productions reports sale of "Vanguard" group of Warner Bros. features to KROD-TV El Paso, Tex.; WTVM (TV) Columbus, Ga.; WKOW-TV Madison, Wis., and WWTV (TV) Cadillac, Mich. AAP also has sold Warner Bros. and Popeye cartoons to KVIP (TV) Redding, Calif., and KHUM-TV Eureka, Calif., and Popeye cartoons to KTRK-TV Houston.

ON CAMERA

Hal Roach Studios, Culver City, Calif., is producing pilot film of new half-hour tv series, *Battles of the Century,* which will dramatize major ground battles of World War I, World War II and Korean conflict.

RANDOM SHOTS

ABC Film Syndication reports gross sales during first eight weeks of 1958 rose 63.6% over sales of corresponding period in 1957 although no new series were released this year.

National Telefilm Assoc., N. Y., reports acquisition of 26 feature films from Mundus Television Corp., N. Y., all of which have been shown before on tv. Films will be assigned to NTA's re-run division, called Famous Films. Films in package include "One Touch of Venus," "Body and Soul," "The Senator Was Indiscreet," "Magic Town," and "Miracle of the Bells."

ANTI-RECESSION IDEA CATCHES ON

What started out as potshots by individual stations against the harm of too much and ill-founded recession talk [PROGRAMS & PROMOTIONS, March 24] is increasing to a barrage of national proportions. More stations last week reported to BROADCASTING the measures they have taken on the local front to stomp out pessimism by orienting the public on the positive factors in today's business climate.

One such drive, currently on Midcontinent Broadcasting Co. stations, has been called to the attention of the Advertising Council with the possibility it may be projected on a more widespread scale. It's called the "Bellringer" campaign and, according to Midcontinent President Joe Floyd, stems from reports relayed by his salesman in the field from businessmen happy with business conditions.

As a consequence, KELO-AM-TV Sioux Falls, S. D., and satellite KDLO-TV Florence, S. D., accepts all such reports from businessmen. Broadcast schedules are interrupted by a ringing bell, followed by the business message, which lays down the facts and figures. These stories cover increased sales, increased production, expansion of facilities, introduction of new products, etc. "Bellringer" reports are accepted from all, whether they are station advertisers or not.

Evan Nord, stations' general manager, says Midcontinent has received an avalanche of communications endorsing this positive approach to thinking.

WLOL Minneapolis-St. Paul started its version of the "Bellringer" feature March 24 and, according to President Larry Bentson, the local chambers of commerce and business leaders have been unanimous in their approval.

WTOP Washington currently is conducting an "Opportunity Knocks Now" drive utilizing a minimum of 15 spots daily featuring buying bargains in every field and urging the public to beat the recession by returning to normal buying.

WAVI Dayton, Ohio, is promoting its "Operation: Bootstrap!" in which a series of editorials stress the bright side of business conditions. In addition, local business leaders' comments are aired several times daily.

KXL Portland, Ore., for one week garbed four salesmen in formal attire—cutaway coats, striped trousers, cravats, top hats—for their calls on advertisers. Station announcements publicized the quartet and pointed out that prosperity was still here, citing positive facts about the economy.

WMOH Hamilton, Ohio, resorted to editorials by Ralph Shupe, news director. Repeated several times, the broadcasts stressed expansion and new plans of different firms and urged faith to offset pessimism.

WBBC Flint, Mich., is cooperating with the Flint Automobile Dealers Assn. in preparing a "You Auto Buy Now" drive. Purpose is to hypo the community's economy by stressing the purchase of more automobiles, the manufacture of which provides much of Flint's employment. In addition to musical jingles on radio, pep rallies are being broadcast, air editorials and interviews are being presented and newspapers are providing news stories plus editorials.

KSTP-AM-TV Minneapolis-St. Paul last week completed "Buy a Car Week" promotion that included news stories and interviews pointing out the advantages of car buying now and stressing that automobile sales are vital to the economy.

Powell Advertising Inc., Detroit, has been appointed by the Detroit Auto Dealers Assn. to handle advertising and promotion for a "Keep Detroit Dynamic—Buy Now" campaign of DADA.

President Eisenhower at his news conference last Wednesday pointed to the need for better salesmanship, better packaging and better advertising by business to get the public to buy when it thinks it has a bargain instead of worrying about what is going to happen in the future.

Time 'Freedom' Urged by WSAC In Radio Editorial Broadcasts

"Freedom of Time" is the newest plank in the editorial platform of WSAC Fort Knox, Ky. The station is protesting a new Kentucky law banning Daylight Saving Time and making it illegal to set watches and clocks by other than Central Standard Time, WSAC has explained to listeners.

In its initial "Freedom of Time" editorial WSAC said that in clock-setting provisions of the new law, the state legislature "has broken and ignored the 14th amendment" of the U. S. Constitution. It was announced that WSAC would file a test suit against the state to determine the validity of the law and listeners were invited to help defray costs by sending $1 or more to the station. Contributors are being sent display stickers advertising their support of the "Freedom of Time" campaign.

The Kentucky delegation in Washington also is hearing from constituents who are writing at WSAC's suggestion. B. E. Cowan, general manager of WSAC, wired Sens. John Sherman Cooper and Thruston B. Morton at the start of the drive outlining the WSAC position and asking them to re-evaluate "present time zones for what they are and as originally designed and adopted by railroad interests."

AWAITING curtain time at the Minneapolis opening of Peters, Griffin, Woodward's slide presentation, "A Local Affair," were (l to r) John Cory, PGW vice president; F. Van Konynenburg, executive vice president of WCCO-TV Minneapolis, and Art Lund, vice president and director of television, Campbell-Mithun advertising agency. "A Local Affair," showing basics of spot tv, is on a "grass-roots" tour before agency-advertiser groups and marketing people. Last week PGW Vice President-Sales Development Manager George Castleman took the 22-minute show to Fort Worth, Dallas, Houston, San Antonio, Corpus Christi and Beaumont, all Texas.

Bradley, Eason in H-R Shifts

John T. Bradley, who has been with H-R Station Representatives since 1953, has been promoted to midwestern sales manager of H-R Television Inc., and French Eason, who has been with the firm several years, was named to the corresponding position at H-R Representatives. Dwight S. Reed, vice president and partner of the firm, announced last week. Mr. Eason will remain at Chicago while Mr. Bradley is being transferred from H-R's San Francisco branch to his new position in Chicago.

WDXR, Paducah, Ky.

announces the appointment of

RICHARD O'CONNELL, INC. NEW YORK
WILLIAM J. REILLY, INC. CHICAGO
DORA-CLAYTON AGENCY, INC. ATLANTA

as its national representatives

Affiliated with NBC

1000 watts fulltime (day & night)

WDXR
Paducah, Kentucky
Jim M. Page, General Manager

1560 KC

McGavren-Quinn Co., Burke-Stuart Merge

East and West met last week as McGavren-Quinn Co., San Francisco and Los Angeles, absorbed Burke-Stuart Co., New York-Chicago-Detroit, bringing the combined station representative client list to 46 stations. Under terms of the agreement —which was said to involve no cash or stock exchange—a new corporation will be set up April 1 to be called McGavren-Quinn Corp. (McGavren-Quinn Co. was not incorporated).

Named chairman of the board of M-Q Corp. is attorney John Keating, who formerly served as chairman of Burke-Stuart Co. Daren McGavren assumes the presidency of the new firm, while Donald J. Quinn, partner and head of the Los Angeles office, becomes executive vice president with his office in New York. Other officers are Ralph Guild and Allan Kerr, vice presidents, and Edna Mae Elwell, secretary-treasurer.

Frank B. Sawdon, former president of Burke-Stuart, said he will "have no association" with the new company. Mr. Sawdon is vice president of sales and advertising, Robert Hall Clothes Inc. (division of United Merchants & Mfg. Co.) and president of Frank B. Sawdon Inc., advertising agency handling Robert Hall. The Burke-Stuart company reportedly gets its name from Mr. Sawdon's middle name and that of his son.

The New York office of McGavren-Quinn will be at 60 East 56th St., New York 22 (Telephone: Plaza 1-4646), now the home of Burke Stuart. McGavren-Quinn will close its old office at 33 West 42d St., New York 36 (Bryant 9-1374).

The combined client list, reported to be effective this week, will read as follows: WCFL Chicago: WLAV Grand Rapids, Mich.; WAKR-AM-TV Akron, Ohio; WATR-AM-TV Waterbury, Conn.; WNAB Bridgeport, Conn.; KBND Bend, Ore.; WHGB Harrisburg, Pa.; WFBG Altoona, Pa.; KSET El Paso, Tex.; WNHC New Haven, Conn.; KBRV Soda Springs, Idaho; KWDM Des Moines; WSAC Radcliffe, Ky.; WPBC Minneapolis; KONE Reno; KTOO Henderson, Nev.; KRNY Kearney, Neb.; WIRY Plattsburgh, N. Y.; WALL Middletown, N. Y.; WMNI Columbus, Ohio; WLMJ Jackson, Ohio; KAIR Tucson, and the following California stations:

KAVR Apple Valley, KAFY Bakersfield, KHUM Eureka, KBIF Fresno, KWIP Merced, KTRB Modesto, KWSD Mt. Shasta, KXOA Sacramento, KSBW Salinas, KFXM San Bernardino, KSDO San Diego, KJBS San Francisco, KXRX San Jose, KVEC San Luis Obispo, KDB Santa Barbara, KCOY Santa Maria, KJOY Stockton and KVEN Ventura.

Also serviced for the West Coast only are WITH Baltimore; KHMO Hannibal, Mo.; KXL Portland, Ore.; WLEE Richmond, Va., and KJR Seattle.

Spence, KXRO President, Dies; Was NAB Director for 12 Years

Harry R. Spence, 57, president of KXRO Aberdeen, Wash., died last Tuesday after a heart attack. He was to be buried last weekend upon arrival of his son from Okinawa where he is stationed with the Navy.

MR. SPENCE

Mr. Spence for 12 years was a director of NAB and is a past president of the Washington State Assn. of Broadcasters. He started in broadcasting with KMO Tacoma in 1926 [OUR RESPECTS, Nov. 26, 1945], buying into KXRO two years later. The broadcaster was active in Aberdeen community affairs. Survivors are Mrs. Spence and a daughter Heather, 20, both at home, and a son, James, 23, in the Navy.

KMGM-TV Changes to KMSP (TV)

KMGM-TV Minneapolis, Minn., was granted a change of its call letters to KMSP (TV) last week by the FCC. The new identification for the ch. 9 outlet had been opposed by KSTP-AM-TV St. Paul. The Commission, however, saw "insufficient" likelihood of confusion by the public between the twin city stations' calls.

WSLS · TV
a subliminal ad
ROANOKE, VA.
we spend
WSLS · TV
most of our
ROANOKE, VA.
money for
WSLS · TV
local audience
ROANOKE, VA.
promotion
WSLS · TV
ROANOKE, VA.

DATELINES

Newsworthy News Coverage by Radio and Tv

ON THE SNOW FRONT—During the recent snowstorm that hit the eastern part of the country and crippled cities by destroying power lines, radio and tv again rose to the aid of the public. Broadcasters worked their staffs around the clock, relayed emergency bulletins for local, county and state officials and aired all other pertinent information to listeners and viewers.

This was pointed up in first reports to BROADCASTING last week from WCAU-AM-TV and WIP, both Philadelphia; WFBR Baltimore; WTTM Trenton, WMBV Millville and WCMC Wildwood, all New Jersey, and WBCB Levittown, Pa.

In addition, WCAU-AM-TV kept listeners and viewers aware of conditions with the use of a helicopter. WCAU newsman Ken Mayer, equipped with a tape recorder, and WCAU-TV photographer Lew Clark, with his camera, boarded a Navy helicopter and toured the disaster area with Navy personnel.

WIP reports that the danger was increased with the threat of a walkout by Philadelphia Transportation Co. workers which would have halted all public transportation at the height of the storm. The station kept listeners informed of the situation with beep phone interviews from the mayor's office and from city and union officials.

When power failure silenced other area stations, WCMC used standby Gates equipment for 10 hours in presenting storm news, bulletins and other services.

GRANTS—When KQUE Albuquerque, N. M., received the bulletin that Mike Todd's plane had crashed near Grants, N. M., it dispatched newsmen and mobile units to the site, 80 miles from the station, while reporters stood by in KQUE's newsroom to relay the news. Despite treacherous conditions caused by rain and snow in the mountainous area of the disaster, KQUE newsmen and rescuers reached the scene and listeners got a step-by-step report of their progress. The station in turn relayed the information to CBS; Mutual; four Storz Stations through WHB Kansas City; the Public Radio Corp. through KIOA Des Moines; KAKC Tulsa; KELP El Paso, Tex.; KFOR and KLIN Lincoln, Neb., and ABN through its Los Angeles affiliate, KABC.

CLEARWATER—When staffers of WPPA Pottsville, Pa., were in this Florida city making tape recordings of major league ball players this month, they also were able to give on-the-spot coverage to what reportedly was the most disastrous fire in Clearwater's history. They taped half-hour interviews with Mayor Homer Lewis, the chief of police, the fire chief, a newspaperman and one of the owners of a store who watched destruction of his stock

of over $200,000. The fire caused over $1.5 million damage in the center of town. The station used the recordings twice the following day and a picture of announcer Ed Romance ran in the *St. Petersburg Independent*.

BOSTON—WBZ here reports it broadcast 25½ hours of the House Subcommittee on Un-American Activities hearings and listeners were able to hear the entire sessions. The station taped them during the day and played them back beginning at 8 p.m. until conclusion and one day it broadcast as late as 3 a.m. In addition, WBZ carried 25 five-minute programs during the day summarizing the hearings.

KFAB Airs Editorial Support Of Judge English's Open Court

KFAB Omaha took to its own air last week with an editorial protesting local "horse and buggy" policy on broadcast coverage of court trials and went to the support of Douglas County Circuit Judge James English, the object of a petition to the State Supreme Court by the state's attorney general asking that Judge English be cited for contempt in allowing broadcast coverage of an Omaha murder trial [AT DEADLINE, STATIONS, March 10]. The state's highest court in 1951 adopted Canon 35 prohibiting broadcast coverage.

The petition was filed by State Attorney General Clarence S. Beck. It charged Judge English unlawfully permitted taking photographs and sound reproductions of court proceedings during the trial of George Daniel Jones Jr. The petition alleged such action was in contempt of the power, dignity and authority of the Supreme Court to adopt canons of judicial ethics and to regulate administration of justice in the state of Nebraska. Hearing was asked before the high court April 28.

The KFAB editorial was aired by Lyell Bremser, vice president and general manager of the station. He told listeners, in part:

"We cannot comment on the propriety of the judge's action insofar as the question of legal ethics is concerned. We are not lawyers. But we are broadcasters and as such feel entitled to comment on Canon 35. We will argue to the limit with anyone—lawyer or layman—who contends that our microphones, by their very presence, are degrading to the court.

"We will not submit to the allegation that our microphones detract from the dignity of the court. Nor do we feel that a camera, if properly operated, will harm the dignified atmosphere of the courtroom. Canon 35, in our opinion, is an arbitrary statement of policy which says in effect that the only permissible sort of court coverage is that which should have gone out with the horse and buggy. The requirements of radio and television, namely sound and film, are not only deemed unnecessary, but also degrading.

"We submit that in adopting this code, the court is depriving the American people of news coverage that has long been accepted in other quarters. But worse, it is denying the general public knowledge of our courts. Too few people have an understanding of our court procedures. If the advocates of Canon 35 are really proud of our American system of justice, they should welcome the opportunity of taking it to the masses. In the Douglas County matter, which may soon develop into a national battle on the question of cameras and microphones in the courtroom, Judge James English has our moral support."

WFBM-TV Mail Indicates Sentiment Against Pay Tv

Mail from 479 central Indiana television viewers voiced opposition to subscription tv in any form, while only five letters favoring toll tv were received by WFBM-TV Indianapolis, according to Eldon Campbell, vice president and general manager.

The response was prompted a fortnight ago by the first of two WFBM-TV documentaries in which both sides of the controversial issues were presented, Mr. Campbell said.

Salt Lake City area viewers also were afforded a pay tv briefing March 22 when KTVT (TV) in that city presented NAB President Harold E. Fellows and Ted Leitzell, public relations director of Zenith Radio Corp., discussing the pros and cons of toll systems. Films were shown of the Bartlesville, Okla., home movie project along with explanations of the various types of fee tv systems.

Washington News Desk Opens For Time's Radio-Tv Outlets

Opening of a special radio-tv news desk to provide its radio and television stations with daily reports from Washington was announced last week by Time Inc. It operates within *Time's* Washington Bureau and is headed by Bill Roberts, formerly of WMT Cedar Rapids, Iowa, who will have the bureau's full facilities and services available to him.

The new service is designed primarily to cover Washington news of special interest to each Time station's local audience. Filmed and taped interviews also will be supplied regularly. The desk was set up under direction of Dick Sheverton, news director of Time's WOOD-AM-TV Grand Rapids, Mich. *Time's* Washington Bureau is headed by James E. McConaughy.

Taft Closes N. Y. Office

Ken W. Church, Radio Cincinnati Inc. vice president of national sales, last week announced tha. the national sales offices maintained by Radio Cincinnati and other Taft stations (WKRC-AM-TV Cincinnati and WTVN-AM-TV Columbus, both Ohio, and WBRC-AM-TV Birmingham, Ala.) in New York have been closed. Don Chapin, national sales manager, transfers from the New York offices at 550 Fifth Ave. to Radio Cincinnati's home office. Mr. Church explained that the move will "provide a closer liason between Taft station properties and will allow Mr. Chapin and the national sales staff to meet more often with representatives and agencies in Chicago, St. Louis, Detroit and Atlanta."

WBKB (TV) Morning Service Puts Music on Audio, News on Video

Music and comment on audio, plus time, news and weather on video in five-minute cycles—these represent the elements of a new "facsimile" morning service program launched by WBKB (TV) Chicago March 17. Titled *Norman Ross and Facsimile*, the two services are designed to run concurrently and yet independently—almost as two separate programs.

The philosophy behind the program is that the entire family need hear only fine music and brief commentary if it chooses, without "the increasingly irritating time, weather and news reports common every few minutes on early morning radio." If any member of the family desires service information, he or she may view any or all of the five-minute "facsimile" cycle. WBKB officials describe the program as "another notable pioneering venture in Chicago tv."

KTTV (TV) Signs Long Coates Pact

KTTV (TV) Los Angeles has signed newsman Paul Coates to a firm seven-year contract, giving the station exclusive right to his performing and creative services nationally as well as locally. The station said the agreement is the largest and longest-term no-option contract ever signed by an individual station but officials refused to divulge the amount of money involved. Mr. Coates currently broadcasts his nightly *Confidential File* series on KTTV.

In "The Giant's" 4-State, 58-County Market in the Southeast are...

2-MILLION PEOPLE
2-BILLION INCOME

Write us or WEED for facts, availabilities and assistance.

NBC NETWORK

PRINCIPALS in the new Northeastern Pennsylvania Broadcasting Inc. (WNEP-TV Scranton), close the transaction which merged WARM-AM-TV Scranton and WILK-TV Wilkes-Barre and reshuffled ownership so that the new company is now owned 60% by Transcontinent Television Corp., and 20% each by former principals of WARM stations and of WILK-TV. FCC approved the transaction in February [STATIONS, Feb. 17]. Shown here are (l to r): Martin F. Memolo, formerly WARM, now vice president, Northeastern; David C. Moore, president, TTC; Thomas P. Shelburne, formerly WILK-TV, now executive vice president and general manager, Northeastern; William W. Scranton, formerly WARM, now chairman of board, Northeastern, and Mitchell Jenkins, formerly WILK-TV, now president, Northeastern.

BUDDY ROGERS and his wife, Mary Pickford, sign the contract to buy KFBI Wichita, Kan., for $450,000 [STATIONS, March 10]. Standing (l to r): Ray Hamilton of Hamilton, Stubblefield & Twining, station brokerage firm which represented both parties to the transaction, and Bill Sims of Dow, Lohnes & Albertson, Washington attorneys representing Miss Pickford and Mr. Rogers.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KGMC ENGLEWOOD, COLO. • Sold to Robert Bruce McWilliams and Lee P. Mehlig by Grady Franklin Maples and R. B. McAlister for $290,000. Mr. McWilliams is a Denver advertising executive; Mr. Mehlig is general sales manager of KTLN Denver. KGMC operates on 1150 kc, with 1 kw, day.

KLAN RENTON, WASH. • Sold by Ralph T. Sander to William E. Boeing Jr., Seattle businessman, for $200,000. Mr. Boeing is part owner of KWLK Longview, Wash. KLAN is 1 kw on 910 kc. Broker: Allen Kander & Co.

KHIL BRIGHTON-FT. LUPTON, COLO. • Sold by Harry L. (Tiny) Hill to Hugh Ben Larue and associates for $80,000. Mr. Larue is executive vice president and general manager of KTVR (TV) Denver, Colo. KHIL is 500 w, daytime, on 800 kc. Broker: Blackburn & Co.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 93.*

WESC-AM-FM GREENVILLE, S. C. • Sold to Robert A. Schmid, station relations vice president of NTA Film Network, by Mrs. Christie M. Mitchell for $267,000. Mr. Schmid, president of purchasing firm, Broadcasting Corp. of the Carolinas, plans to continue with NTA. WESC operates on 660 kc with 5 kw daytime facility. Mr. Schmid was former vice president of RKO Teleradio Pictures.

KLAD KLAMATH FALLS, ORE. • Sold to Burton Levine, Rose L. Lerner, Myer Feldman, Bessie Von Zamft and Melanie Thurman by Philip D. Jackson (see KAJO Grants Pass, Ore., below) for $172,000. Mr. Levine has an interest in WROV Roanoke, Va., and KOMA Oklahoma City; Mr. Feldman has interest in KOMA also. KLAD is on 900 kc, 1 kw, day.

KAJO GRANTS PASS, ORE. • Sold to James O. Wilson Jr., Jim T. Jackson and Phil Jackson by James O. Wilson Jr. and Jim T. Jackson for $6,000 by third partner for 50% interest. Phil Jackson sold KLAD Klamath Falls, Ore., KAJO is a construction permit on 1270 kc, with 1 kw.

United Press 1 news produces!

New Rates for WRCV, WRCV-TV

WRCV and WRCV-TV Philadelphia have issued new rate cards, No. 2 for the television station and No. 3 for WRCV. The format of the WRCV-TV card has been simplified and data on participating programs and basic discount plans is printed on insert sheets to allow for new inserts showing current changes. Sample tv rates: $3,200 for one hour of Class AA program time, $825 net for a 20-second Class AAA break, $415 net for 10-second AAA break and $1,500 net for 30-second AAA break. Class A breaks are roughly half as much. Participations run from $125 to $345.

WRCV's card features a 20-50 plan for minute and station-break floating announcements. Under this scheme a floating schedule of 20 to 50 announcements earns 20-50% off the earned rate in time classifications purchased, including the 6:30-9 a.m. period. Card No. 3 also carries standard rates starting at $450 for an hour of Class A program time and $45 for a minute or 20 seconds of Class 1 time, with discounts.

WINS Expands Sales Staff

Sales expansion at WINS New York was announced last week by General Manager Jock Fearnhead. Diane Neugarten, timebuyer at Lawrence C. Gumbinner Advertising, New York, becomes station research and promotion director. Two former Storer Broadcasting Co. executives—Dan Weinig, eastern radio sales manager, and Midwestern Sales Manager Paul Evans—have been added to WINS' sales staff. Ray Hamilton, former sales manager of Telestar Films and Flamingo Films, also joins WINS sales staff.

REPRESENTATIVE APPOINTMENTS

KRHM (FM) Los Angeles names John E. Pearson Co.

KWBR Oakland, Calif., appoints Walker Representation Co. and Harlan G. Oakes & Assoc.

WSKY Asheville, N. C., appoints Everett-McKinney Inc.

WDDT Greenville, Miss., names Everett-McKinney Inc.

WHMS Charleston, W. Va., names Stars National.

KMJ-TV Fresno, Calif., appoints Katz Agency.

REPRESENTATIVES SHORTS

Venard, Rintoul & McConnell Inc., N. Y., is opening new Dallas office at 1915 Elm St., with **Clyde Melville** in charge.

Paul H. Chapman Co. announces additional office at 33 W. Micheltorena St., Santa Barbara, Calif. Telephone: Woodland 6-7713.

STATION SHORTS

WRC-FM Washington announces it is broadcasting from new transmitter and tower at 4001 Nebraska Ave.

KRKD-FM Los Angeles announces that its sales staff has moved to 1050 Montecito Dr., location of KRKD sales offices and studios of KRKD-AM-FM.

KCFM (FM) St. Louis announces move of studios to 532 DeBaliviere and power increase to 70 kw. Additional plans call for conversion to multiplexing by early summer.

KRUX Glendale, Ariz., has changed frequency from 1340 to 1360 kc and increased power to 5 kw.

WISN-AM-TV Milwaukee appoints Carl Nelson & Assoc. that city, as its advertising agency effective immediately.

KFSD-AM-FM-TV San Diego has moved to new studios on Highway 94 at 47th St. Mail address is P. O. Box 628, San Diego 12. Telephone: Congress 2-2421.

WICC Bridgeport, Conn., has reported 19.8% increase in January business this year over last year.

WMRY New Orleans announces it has changed call letters to WYLD.

WAMP Pittsburgh (formerly WJAS) has announced new rate card. Rate Card Number One, effective Feb. 1, shows basic Class I one-hour rate of $210, 6:30 a.m.-10 p.m. (Class A rate for WJAS was $160); five minutes is $32 (formerly $38).

WEJL Scranton, Pa., reports its billings in 1957 showed increase for sixth consecutive year. Figures given are as follows: 1952 increased 19%; 1953, 43%; 1954, 49%; 1955, 55%; 1956, 60%, and 1957, 75%.

WVUE (TV) Wilmington, Del., appoints Gray & Rogers, Philadelphia, for advertising.

British Commercial Tv Doubles Gross in '57

Commercial tv in Great Britain grossed more than £31.9 million (approximately $89.3 million) during 1957, more than double its revenue for 1956, according to a special status report on British television released last week. Commercial tv, which started in September 1955, grossed over £2.06 million ($5.7 million) for that partial first year, and increased to better than £12.9 million ($36.1 million) last year. (The pound sterling currently exchanges for about $2.80.)

Publisher of the report is Political & Economic Planning, 16 Queen Anne's Gate, London, S.W. 1, a 27-year-old private organization which studies problems of public concern and which serves "as a bridge between research and policy-making." The report in pamphlet form (three shillings, sixpence) is entitled *Television in Britain.*

Britain's adult television audience has grown to 22.5 million persons 16 years or older, according to PEP. This compares to eight years ago when only 1.6 million of the adult population could view television. In addition, there "are probably over 8.5 million tv sets in use, more than any other country except the U. S.," PEP reports.

Among other statistics cited:

- Commercial tv (Independent Television Authority) had 63% and BBC 37% of the audience in February 1958.
- In the evenings the average tv audience is twice as great as the average radio audience.
- BBC (non-commercial) was apportioned £12.1 million ($33.9 million) for television and £12.9 million ($36.1 million) for sound services during the 1956-57 fiscal year. A combined radio-tv license in the home now costs £4.
- Food companies account for more than 20% of the tv time purchases with the manufacturers of soaps and detergents making about 12% of the expenditures.

Three Rivers, Que., Vhf Starts

CKTM-TV Three Rivers, Que., started operations on ch. 13 on March 30, as a basic CBS network station, using local news and sportcasts for the time being. Studio and transmitter are at Mount Carmel, equidistant from Three Rivers and Shawinigan Falls, Que. Henri Audet, formerly chief engineer for CBC in Quebec province, is president and general manager of CKTM-TV. Allan Rogerson, formerly of CKSM Shawinigan Falls, is vice-president.

ABROAD IN BRIEF

NO EXCEPTIONS: The Cuban government silenced its own news show earlier this month for "infractions of the law governing radio transmissions," the UP reported. As the Ministry of Communications suspended its spokesman, Luis Manuel Martinez, for 15 days, Minister Alberto Garcia Valdes said the order was "a demonstration of the true spirit of impartiality."

'BRIGHT' DOWN UNDER: The outlook for expansion of television in Australia is "very bright," Charles Michelson, president of Charles Michelson Inc., New York, reported upon his return to the city after a six-week business trip around the world. Mr. Michelson serves as U. S. representative for Television Corp. Ltd. in Sydney and HSV Television in Melbourne, operators of tv stations there. He reported that while in London, he completed negotiations to serve as U. S. representative for Associated British Cinema, program contractor of a commercial tv station in the Midlands, and while in Iran, he signed to act in a similar capacity for TV Tehran, a commercial station scheduled to go on the air June 1.

A.D. 1958: The special television plan announced by a British independent producer for Passion Sunday, March 22, featured Jesus Christ "as a young man of today" dressed in blue jeans and sweatshirt. Other modern costume details for Biblical characters: Virgin Mary, head scarf; officials interrogating Christ, raincoats and bowler hats; soldiers at the Crucifixion, modern uniforms. Producer Michael Redding said the production was planned to be "in keeping with present day thought."

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WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

KABC 'Copter Relays Rush Hour Traffic Data

Traffic news is important in Los Angeles, where several hundred thousand cars are on the highways and freeways twice daily taking workers to and from their jobs. Only radio can report mishaps that have halted or slowed down traffic on certain thoroughfares rapidly enough to divert motorists to less congested routes. So, traffic reporting is an important part of the rush hour service of Los Angeles radio stations.

When John Pace assumed the general managership of KABC Los Angeles last December [STATIONS, Nov. 11] and surveyed the situation he began wondering how his station could better the service already provided by the others. Their mobile units, patroling the most-used traffic arteries, were doing a good job of on-the-spot coverage from the ground. Why not, he mused, top that by taking to the air for over-the-spot reporting? Mobile units could become entangled in the jams they were trying to warn other vehicles to avoid, but a helicopter could fly over, observe tie-ups, report and fly away.

Mr. Pace's airy thoughts took wing for real Dec. 30, when *Operation Airwatch* began its twice-a-day supervision of Los Angeles motorways. Each workday morning, 7-9, Monday-Friday, Capt. Max Schumacher pilots the KABC helicopter while the airborne announcer, Donn Reed, broadcasts traffic bulletins every 15 minutes, with interim flashes as required. And each afternoon, the whirlybird watch is resumed at 3:30-5:45. On March 1, Saturday morning was added to the *Airwatch* schedule and plans are being made for Sunday beach traffic this summer.

Operation Airwatch would be worth its cost (about $500 a day) to KABC for its publicity value alone. Virtually every newspaper in Southern California has devoted columns of space to this new kind of radio reporting as have a number of magazines.

But the station has not had to put this item on its publicity budget. "We're making money on *Airwatch*," Mr. Pace said last week. The program's commercial time—one announcement with each of the regular traffic reports—is virtually sold out, with one spot a day taken for each of three sports cars—Volvo, Simca and Renault; two announcements daily for Dodge Trucks and Dean Van Lines and eight a day for Kellogg cereals. All schedules are across-the-board, calling for Monday-Friday exposure. Ross Roy Inc., Los Angeles, first bought into *Airwatch* for Exide batteries and was so pleased with it that when Exide moved to another agency Ross Roy kept the time for another account, Dodge Trucks.

KABC and Kellogg are working on a plan to land the helicopter in school playgrounds, where the children could be assembled for brief lectures on traffic safety as well as on the helicopter itself. The craft is also available for dealer assemblies and other promotional tie-ins for *Airwatch's* sponsors.

WXYZ Detroit, like KABC an o&o station of ABC, has expressed interest in establishing a similar operation and the idea has also been discussed for other cities.

A HAZARD THAT NEVER SLEEPS

A daily occurrence — Radio and TV Stations are accused of

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

through act of station, staff, announcer, speaker, talent, commentator, sponsor.

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Senators to Be Carried in Baltimore

The Washington Senators baseball games will be carried on WAYE Baltimore this season. In addition to a 48-weekend-games schedule, the station will broadcast commentaries on the Senators' opening day game with the Baltimore Orioles April 15 and the Washington-Baltimore double header on Labor Day. This reportedly will be a first for airing the Senators' games in Baltimore.

WZOK, WWOK Oust Rock 'n' Roll

A statement by Carmen Macri, owner-general manager of WZOK Jacksonville and WWOK Charlotte, that "we do not care to sound like a juke box without lights," prefaced his announcement that the stations would not be airing any more rock and roll music. "We don't want either station to sound stereotyped," Mr. Macri stated, "and that's why we allow our disc jockeys to give free rein to their personalities as long as they maintain standards of good taste."

'Blue Man' Promotion on WKMI

The "Little Blue Man," who is the subject of an Atlantic Records disc by Betty Johnson, was featured in a contest by WKMI Kalamazoo, Mich. The station asked listeners to depict their idea of the Little Blue Man in any shape or form without writing a letter. WKMI reportedly received more than 500 whittlings, sculptures, paintings, photographs, etc. A sketch of a dumpy little blue man was chosen as the winner and the creator was presented with a wrist watch. Nineteen other prizes were awarded.

WLIB Ready for 'Post's' Answer

WLIB New York is carrying its competition with newspapers one step further. At the request of leaders of the Negro community to which it programs primarily, the station has agreed to make its facilities available to "answer" a two-week series of articles on Harlem publishers in the *New York Post*. The Negro leaders will appear on special programs schedule at 6:30-40 p.m. Monday through Saturday this week, with Stan Opotowsky, staff writer of the *Post* series, invited to appear on the final program to offer rebuttal if he wishes to.

New Weatherman for WNEW

Radio-tv audiences often have complained of "doubletalking" weathermen; they now have reason to, at least if they happen to be listening to WNEW New York. The station has just hired noted doubletalk expert Al Kelly who, as "Malbin Kimpoyd, weather analyst," will deliver on-the-hour weather reports. Of course, to set things right again, a regular WNEW announcer follows the gobbledygook with an official report from the U. S. Weather Bureau.

WGR D.j.'s Give Away Radios

Three daytime disc jockeys on WGR Buffalo, Frank Dill, John Lascelles, and Warren Michael Kelly, are giving away two Sylvania radios to each winner in the station's current promotional radio set giveaway. Immediately following his broadcast, each disc jockey personally goes into a Buffalo neighborhood and rings doorbells asking the respondents to identify the mystery tune played that day on his show. The correct answer wins a radio.

NBC News 'Comment' Re-slotted

Effective April 13 NBC News' *Comment* will be moved to Sunday 2:30-3 p.m. timeslot replacing *Wisdom* which is being dropped. *Comment*, currently seen and heard on NBC-Radio and NBC-TV Friday, approximately 10:45 p.m. to conclusion immediately following the *Gillette Cavalcade of Sports*, will only be televised in the new time spot.

Spring Clean for WABC Listeners

In an effort to boost its rolls of "platter-pickers," namely, loyal audience, WABC New York is offering the housecleaning services of its staff of d.j.'s—Martin Block, Johnny Pearson, Scott Vincent, Allan Jeffreys, Ed Jordan and Bill Brophy. Said gentlemen will scour, clean, dust, mop or wax the house or apartment of the listener who recruits the largest number of new listeners to the station. Only qualified members of station's "Platter Picker's Club" are eligible. To become one, a listener writes to his or her favorite d.j. and receives a card making him a Platter Picker—one whose tastes are reflected in the station's choice of recorded programming.

MAKING sure of a welcome at San Francisco advertising agencies, Dave McElhatton, funnyman at KCBS San Francisco, took his coffee urn when he went to visit. Accompanied by Henry Untermeyer, general manager of KCBS, and Dick Schutte, advertising director, Mr. McElhatton staged coffee breaks at J. Walter Thompson, Young & Rubicam, BBDO, Campbell-Ewald, Foote, Cone & Belding and Guild, Bascom & Bonfigli.

Edsel Asks, 'Name the Pony'

Edsel division of Ford Motor Co., a sponsor of NBC-TV's *Wagon Train* (Wed. 7:30-8:30 p.m. EST) currently is running a "Name the *Wagon Train* Pony" contest in which contestants take a demonstration ride in an Edsel and then submit a name for the pony. Winners, one at each of 1,000 Edsel dealers in the U. S., will be awarded a live pony. Details are being announced on the program every other week (those episodes sponsored by Edsel).

This Fat Piggy Went to Market

Hogs of Missouri unite! You have nothing to lose but your meat.

KCMO-AM-FM-TV Kansas City, Mo., farm promotion station *par excellence*, has announced its 1958 Meat-Type Hog Club Contest. In a neat little brochure, prepared under the direction of George Stephens, KCMO-AM-FM-TV director of agriculture, the facts concerning this second annual contest are spelled out.

"The purpose of the KCMO Meat-Type Hog Club Contest," the brochure states, "is to assist in expanding interest in the production of Meat-Type Hogs." Plaque and trophy awards in the contest will be made by the station. The contest will run through the summer months. Sponsoring organizations include The Missouri Agricultural Extension Service, The Kansas Agricultural Extension Service and others.

'News Round the World' From ABN

A major entry in morning world news roundup programming will be made by ABN March 31 with *News Round the World* (Mon.-Fri. 8-8:15 a.m. EST). Linton Wells will be New York anchorman. ABN correspondents in U. S. and abroad will make cut-ins. The new show stems from increased emphasis on news announced at affiliates' meetings earlier this year when ABN's all-live policy was curtailed [NETWORKS, Jan. 27].

WMAQ Series Portrays Chicago

A documentary series portraying Chicago people and institutions in sound has been launched by WMAQ there in cooperation with Illinois Institute of Technology. Titled *City in Sound*, the program uses on-location tape interviews and reports, with Jack Angell as narrator. Included are visits to places of commerce and industry, cultural institutions, civic organizations and recreational facilities. The opening program featured a report from the downtown Greyhound bus terminal, including interviews with passengers, drivers, ticket clerks, mechanics and others. Co-producers of the new series are Richard Johnson for WMAQ and Don Anderson for IIT.

KFWB Promotes With Matchbooks

Retailers in KFWB Los Angeles' coverage area are distributing a million matchbooks supplied by the station in its "Lucky Matchbook" promotion. Each matchbook is numbered and every hour throughout KFWB's 24-hour broadcast day, a different number is announced. A wheel, numbered $5-$10-$50-$100-$500, is spun to decide the amount each "lucky matchbook" is worth. Listeners who have matchbooks containing numbers corresponding to those aired have 24 hours to appear at KFWB to claim their prize.

WOR Promotes Hotels for 3 Years

WOR New York and Zeckendorf Hotels Corp. entered into a long-range agreement last week whereby the hotel-operating subsidiary of Webb & Knapp Inc. will use the station to promote its hotel properties in New York (the Hotels Astor and Manhattan). The station will program a new series, *The Fitzgeralds at the Astor* (Mon.-Fri., 12:15-1 p.m.), featuring Ed and Pegeen Fitzgerald in an informal format broadcast direct from the Hunting Room of the Hotel Astor. The couple pioneered an across-the-breakfast-table show on WOR in 1940. The new program begins a three-year stint March 31. Zeckendorf also purchased $50,000 worth of spot announcements on the station in behalf of its food and beverage services, banquet facilities and rooms. The spot schedule has not been set.

WDGY D. J. Goes Green for Ireland

Don Kelly, WDGY Minneapolis d.j., celebrated St. Patrick's Day by playing all Irish music on his 6-9 a.m. show and announcing that he would station himself somewhere downtown and present $1 checks to the first 25 people who recognized him. The main clue the disc jockey gave listeners as to his identity was that his hair was dyed green. Within minutes, 25 people had challenged Mr. Kelly and collected their checks. The WDGY staffer finished the day's festivities by hosting his annual St. Patrick's Day Dance at the local Prom Ballroom.

ABC-TV, ABN Tape Major Leaguers

Howard Cosell, ABC-TV and ABN sportscaster (*Sports Focus*, ABC-TV Mon.-Fri. 7-7:15 p.m. and *Speaking of Sports* ABN, Mon.-Fri. 6:45-6:50 p.m., plus 10 various weekend programs), has recorded 95 film and 100 on-the-spot taped interviews for broadcast from the Florida training camps of 12 major league baseball teams. The teams include Milwaukee, Los Angeles, Philadelphia, St. Louis, Cincinnati, Pittsburgh, New York, Chicago (White Sox), Boston, Detroit, Kansas City and Washington.

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the station of marketing success in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

IT WAS ONLY A PAPER MEAL

Paul W. Limerick, vice president and account executive on De Kalb Agricultural Assn. at Western Adv. Agency, may have bitten off more than he could chew during a conversation with Evans Nord, general manager of KELO-TV Sioux Falls, S. D.

When Mr. Nord offered to sell him time for De Kalb, Mr. Limerick threw out a challenge: "Let's see some tangible evidence that farmers watch your station during the noon hour." He added, tongue-in-cheek, that he'd gladly eat all the mail KELO-TV (and its satellites, KDLO-TV Florence and KPLO-TV Reliance, both South Dakota) could produce from farmers as a result of noon announcements.

Accepting the challenge, Mr. Nord returned to Sioux Falls and set up a ten-day contest for farmers. Each weekday for two weeks, at 12:35 p.m., KELO-TV aired spots, offering farmers an opportunity to win an electric range. They were asked to return postcards stating the number of hours they watched tv and the size of their respective farms.

Final tabulation: 15,319 answers from farmers in 104 counties of five states; average viewing per day: 8 hours and 25 minutes; average farm size: 510 acres. KELO-TV claims about 235,000 sets in the parent-satellite coverage area.

North Dakotans Air Politics

The North Dakota Broadcasting Co. installed special telephone lines at its stations carrying *NDBC Political Poll* (March 23, 3-5 p.m. CST) so listeners and viewers could "express their opinions as to who should represent North Dakota in Congress." The simulcast originated at KXJB-TV Valley City and was carried on KCJB-AM-TV Minot, KBMB-TV Bismarck, KDIX-TV Dickinson and KSJB Jamestown. Democrats and Republicans making bids for endorsement to Senate and House seats at the state conventions were interviewed during the program. A political analyst reported on the trends of calls received in connection with the broadcast and the stations aired a nightly review of North Dakota political developments for the week preceding the conventions.

NEA Announces 'Journey' Awards

Winners of the *Bold Journey* (ABC-TV Mon. 8:30-9 p.m.) teacher awards were announced Saturday at the National Education Assn. annual travel fair in Washington. Thirty-one teachers were chosen from among 1,500 finalists on the basis of their "ability to 'open a window on the world' for their students, and imaginative use of the *Bold Journey* series as a teaching source." Vida Averhoff, seventh grade teacher in Nashua, Iowa, won the grand national award—a trip around the world. The others received trips to various foreign points.

WBBQ Issues Radio Supplement

WBBQ Augusta, Ga., issued a radio supplement in the *North Augusta* (S. C.) *Star* as a promotion to announce the station's purchase of the local ch. 6 studios, property and tower for the site of its fm outlet. Persons who presented the supplement wrapper to a local radio set dealer were allowed 10% discount on RCA hi-fi phonograph and radio sets in a tie-in promotion.

French Auto Gets KLTI Test

A gasoline-economy test on the Renault automobile was staged by KLTI Longview, Tex., and the local franchise holder. Under surveillance by the Gregg County district attorney, the small French car's tank was filled and sealed. The station's mobile unit reported the start of the event and kept in touch with the test car as two KLTI staffers drove the Renault to various towns to give demonstrations. Upon return to Longview the D. A. inspected the automobile and computed it had run at 42.2 miles per gallon. The promotion reportedly promoted many inquiries regarding the Renault at the dealer. KLTI is planning to stage an economy marathon in which other makes of foreign cars may compete.

KPTV (TV) Promotes Centennial

KPTV (TV) Portland, Ore., and the Blitz-Weinhard Brewing Co. there are publicizing the 1959 Oregon Centennial exposition with a "Keep the World Green" campaign. They plan to send a free Douglas fir tree seedling to friends, relatives and business acquaintances of Oregonians anywhere in the world. An invitation to the centennial is included, plus an "Oregon Do-It-Youself Kit" leaflet which tells how to plant and care for the tree. KPTV has sent seedlings to 1,762 time-buyers.

KING-TV Covers 'Matsonia' Visit

KING-TV Seattle devoted last Friday to covering the *S.S. Matsonia* from stem to stern. Every live telecast of the station's entire schedule, from 7:15 a.m. to 10:45 p.m., originated from the liner which was making its first visit to Seattle.

Safety Drive by WJTN

On-the-spot traffic safety programs are being aired by WJTN Jamestown, N. Y. Once a week, Special Events Director Max Robinson takes the local police chief out in the station's mobile unit. The chief points out instances of bad driving and reports on driving conditions. The program is aired at widely separate locations and at varying times to cover different driving conditions.

CBS News Produces Booklets

Booklets containing the texts of CBS News' telecasts *Years of Crisis* (Dec. 29, 1957, 4-5 p.m. EST) and *Where We Stand* (Jan. 5, 1958, 5:30-7 p.m. EST) have been produced by the network. The former is the ninth year-end round-table report and analysis of international affairs by CBS News correspondents. *Where We Stand* is an examination of the relative strength of the U. S. and the Soviet Union by authorities in defense, economics, satellites, missiles and education. Presided over by Walter Cronkite, the telecast was sponsored by the Prudential Insurance Co. of America.

Tape Jockey Airs for WBAI-FM

WBAI-FM New York launched a new weekly series last Friday, *Notes on Tape* (Fri., 8-9 p.m.), a musical program with critical comments by Gene Buck, who the station claims is the city's only "tape jockey." The program is sponsored by Audio Devices Inc., New York, through Marsteller, Ricard, Gebhart & Reed Inc. there.

Discs for KFWB Contest Winner

All the phonograph records in the Decca catalogue—"1,001 nights' playing time"—is the prize in KFWB Los Angeles' "1,001 Nights" contest which started Thursday. The station is airing a group of seven voices from different Decca record albums 24 times a day, with clues to help identify the albums that contain the voices. To win the prize (1,031 discs) a listener must identify all seven albums.

WIP Gets Gripes Galore

Philadelphians have a chance to air their gripes on WIP there in *Hot-point Hotseat* (Mon.-Fri. 7:15 p.m. EST). The program gives an opportunity to almost anyone to sound-off anonymously about his troubles. Tuesday is celebrity night and gives well-known persons a chance to air their views. On Thursday host Gene Milner interviews customers in various Philadelphia appliance stores.

Bishop Sheen Speaks for WKRC-TV

Bishop Fulton J. Sheen, national director, Society for the Propagation of Faith, New York, addressed a capacity audience during a WKRC-TV Cincinnati telecast March 6. The station is carrying re-runs of Bishop Sheen's *Life Is Worth Living* series and invited him to Cincinnati to speak at the Taft Auditorium. There was no admission charge and the telecast was aired as a public service.

WNEW Gets Listeners to Work

Audience promotion offering listeners a "free ride" to work is being conducted by WNEW New York. Once weekly the station picks a listener's name from the mailbag and provides him with a month's free transportation, whether it is a commuters' ticket on the train, two pairs of shoes if he walks to work or five pounds of change in nickels, dimes and quarters if he uses the ferry or subway. Names are picked at random.

Children Win WKRC-TV Ponies

Skipper Ryle, host of a Monday-Friday morning children's show on WKRC-TV Cincinnati is conducting a "Ride the Ponies" contest. Children submit postcards and Mr. Ryle reads one on the air. If the child calls the station within a time limit, WKRC-TV delivers two ponies—one with a saddle, the other with a cart—to the winner's house on a Saturday afternoon for use the rest of that day.

Station Authorizations, Applications

As Compiled by BROADCASTING

March 13 through March 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Tv Allocations

CHANNEL CHANGES

By report and order Commission amended its tv table of assignments and added ch. *8 for educational use in **Carbondale, Ill.**, made ch. 61 (formerly educational) available in that city for commercial use, and added ch. 3 to **Harrisburg, Ill.**, with resultant changes of offset carrier requirement for ch. 3 in **Memphis, Tenn.**, from even to minus, and for ch. 8 from minus to plus in **Indianapolis, Ind.**, from plus to minus in **Charleston, W. Va.**, from plus to even in **Grand Rapids, Mich.**, and from even to plus in **Cleveland, Ohio.** At the same time, it modified license of **Turner-Farrar Assn.** to specify temporary operation of **WSIL-TV** on ch. 3 instead of ch. 22 in Harrisburg, with conditions, and temporary authority will expire automatically upon commencement of operation on ch. 3 in Harrisburg by a permittee so authorized by final action of Commission on any application or applications for regular operation on that channel; denied (1) petition of Turner-Farrar insofar as it requested ch. 8 to be assigned to Harrisburg, (2) **Southern Illinois Bcstg.** partnership to assign ch. 3 to Carbondale, and (3) counterproposal of **Mount Vernon Radio & Tv Co.** to assign ch. 8 to Mount Vernon; terminated proceedings. Announced Mar. 21.

CHANNEL CHANGE DENIED

By report and order, Commission denied petition by **Sarkes Tarzian Inc. (WTTV** ch. 4 **Bloomington, Ind.)** to assign ch. 13 to **Cartter, Ill.**, and terminated proceeding. Announced Mar. 21.

RULE MAKING PETITIONS DENIED

By memorandum opinion and order, Commission denied petitions by **Plains Television Corp. (WICS** ch. 20, **Springfield,** and **WCHU** ch. 33, **Champaign,** both **Illinois)** and **Prairie Television Corp. (WTVP** ch. 17, **Decatur, Ill.)** to deintermix **Champaign-Urbana, Ill.**, area by deleting ch. 3 (held by WCIA), neither petitioner proposing that ch. 3 be reassigned to any specific community, and alternate proposal by Prairie to reserve ch. 3 for educational use in Champaign-Urbana in lieu of ch. *12, assign latter channel to **Lafayette, Ind.**, for commercial use, and add ch. 64 to Champaign-Urbana. Announced Mar. 21.

New Am Stations

ACTIONS BY FCC

Miami, Ariz.—Willard Shoecraft—Granted 1340 kc, 250 w U. P. O. address 326 S. High St., Globe, Ariz. Estimated construction cost $11,624, first year operating cost $18,000, revenue $24,000. Sole owner **Shoecraft** is manager of **KWJB Globe, Ariz.**, and owns 17% of **Radio Associates Inc.** which manages five Ariz. am stations. Announced Mar. 20.

West Point, Ga.—Radio Valley Inc.—Granted 1310 kc, 1 kw D. Post office address Box 29, Andalusia, Ala. Estimated construction cost $17,225, first year operating cost $36,000, revenue $48,000. **J. Dige Bishop** (45%), 20% **WCTA-AM-TV Andalusia, Ala.**, owner **WJDB Thomasville, Ala., Clement J. Murphy** (35%), salesman **WLAG LaGrange, Ga.**, and **Wyatt R. Kitchens** (20%), vat dye interests, are owners. Announced Mar. 20.

Medford, Ore.—K. C. Laurance—Granted 1300 kc, 5 kw D. Post office address Rt. #1, Box 293, Gold Hill, Ore. Estimated construction cost $13,000, first year operating cost $42,000, revenue $50,000. Mr. Laurance holds realty interests. Announced Mar. 20.

Lawrenceville, Va.—Harry A. Epperson Sr.—Granted 580 kc, 500 w D. P. O. address Ararat, Va. Estimated construction cost $18,917, first year operating cost $36,000, revenue $45,000. Sole owner **Epperson** also owns **WBRG Lynchburg, Va.** Announced Mar. 20.

Black River Falls, Wis.—Clarkwood Bcstg. Corp.—Granted 1260 kc, 1 kw D. P. O. address 1710 N. Central Ave., Marshfield, Wis. Estimated construction cost $16,500, first year operating cost $35,000, revenue $38,000. Applicant is licensee of **WDLB-AM-FM Marshfield.** Owners are **Judith S. Scofield** (50%) and **Hartley L.** and **Margery S. Samuels** (25% each). Announced Mar. 20.

APPLICATIONS

Brinkley, Ark.—Tri-County Bcstg Co., 1570 kc, 250 w D. P. O. address 214 W. Cedar St., Brinkley. Estimated construction cost $13,900, first year operating cost $36,000, revenue $45,000. **Mason W. Clifton,** sole owner, is in newspaper publication *(Brinkley Argus)* and grain drying and storage. Announced Mar. 26.

St. Johns, Mich.—Justin F. Marzke, 1580 kc, 500 w D. P. O. address 120 N. Clinton Ave., St. Johns. Estimated construction cost $40,056, first year operating cost $46,000, revenue $58,000. Sole owner **Marzke** is in retail electrical appliances sales and service. Announced Mar. 26.

Blanding-Monticello, Utah—Jack W. Hawkins, 790 kc, 1 kw D. P. O. address Box 1718, Cortez, Colo. Estimated construction cost $25,750, first year operating cost $36,000, revenue $36,000. Sole owner **Hawkins** has interest in **KVFC Cortez, Colo.** (67%), **KIUN Pecos** (25%), **KVLF Alpine** (15%) and **KFST Ft. Stockton** (20%), all **Texas.** Announced Mar. 26.

Clarkston, Wash.—Hub Warner, 1490 kc, 250 w U. P. O. address Box 28, Grangeville, Idaho. Estimated construction cost $20,700, first year operating cost $24,000, revenue $38,000. Sole owner **Warner** is radio production manager with **KBOI Boise, Idaho.** Announced Mar. 21.

Existing Am Stations

ACTIONS BY FCC

KALI Pasadena, Calif.—Granted change from DA-D to DA-2, U, continuing operation on 1430 kc, with 5 kw, and change location to San Gabriel; engineering conditions. Announced Mar. 20.

WDEV Waterbury, Vt.—Granted increase in

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Fulltime station in industrial market. Profitable now plus potential. Terms.	450,000 population within 0.5 mv/m contour. Profitable. Ideal for owner-operator. 29% down.	#1 station in metropolitan market. $100,000 in cash and account receivables to go along with deal.	This station in the Upper Mid-South area is netting over $20,000 per year. Good frequency.	250 w. fulltimer in single-station market. Good record of earnings. All cash. Real estate worth $40,000 — will stand good loan.	Profitable operation. No. 1 station in market. Substantial cash needed for deal.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	**CLEVELAND** Jackson B. (Jack) Maurer 2414 Terminal Tower TO 1-6727	**CHICAGO, ILL.** Ray V. Hamilton Tribune Tower DE 7-2754	**ATLANTA, GA.** Jack L. Barton 1515 Healey Bldg. JA 3-3431	**DALLAS, TEX.** Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	**SAN FRANCISCO** W. R. (Ike) Twining 111 Sutter St. EX 2-5671

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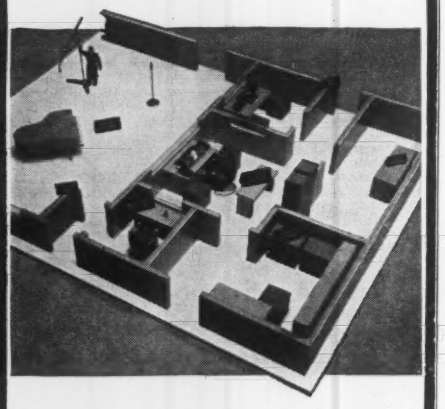

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daytime power from 1 kw to 5 kw, continuing operation on 550 kc, 1 kw, N, DA-2, U; engineering conditions. Announced Mar. 20.

APPLICATIONS

WAGM Presque Isle, Me.—Changed to application for cp to change frequency to 950 kc; install new trans.; install directional ant. day and night (DA-2), with power of 5 kw and trans. located at Easton Road, Presque Isle, Me. Announcel Mar. 21.

WXYZ Detroit, Mich.—Cp to change ant.-trans. and studio location to junction Ten Mile Road and Northwestern Highway, **Southfield Township, Mich.**, and make changes in ground system (Request waiver of Section 3.188(b)(1) of Rules. 1270 kc). Announced Mar. 20.

New Fm Stations

ACTIONS BY FCC

Baltimore, Md.—United Bcstg. Co. of Eastern Md. Inc.—Granted 92.3 mc, 10.98 kw U. P. O. address 912 North Charles St., Baltimore. Estimated construction cost $9,150, first year operating cost $6,000, revenue $6,000. Applicant is also licensee of **WSID Baltimore.** Announced Mar. 20.

Syracuse, N. Y.—Sentinel Heights F.M. Bcstrs. Inc.—Granted 100.9 mc, 260 w U. P. O. address 711 South State St., Syracuse. Estimated construction cost $2,370, first year operating cost $4,800, revenue $8,000. Owners are **Milton Rubenstein, Richard Shannon, Earl A. Williams, John F. Dougherty** (22.5% each) and others. Messrs. Rubenstein, Shannon and Dougherty are stockholders in **Rochester Unicall Radio Corp.**, radio pagers, Mr. Williams is electronics engineer. Announced Mar. 20.

APPLICATIONS

Sierra Madre, Calif.—Sierra Madre Bcstg. Co. 97.1 mc kc, .847 kw U. P. O. address 420 N. Sunnyside Ave., Sierra Madre. Estimated construction cost $11,206, first year operating cost $13,206, revenue $19,800. **Maxime Henri Isoard**, sole owner, is in petroleum products. Announced Mar. 26.

Annapolis, Md.—Annapolis Bcstg. Corp., 107.9 mc, 4.04 kw U. P. O. address Box 749, 25 School St., Annapolis. Estimated construction cost $11,670, first year operating cost $5,000, revenue $5,000. Applicant is also licensee of **WANN Annapolis.** Announced Mar. 20.

Ownership Changes

APPLICATIONS

WHBS Huntsville, Ala.—Seeks assignment of license from **Huntsville Times Co.** to **Smith Bcstg. Inc.** for $125,000. New owner will be **M. Davidson Smith III** who also owns **WJIG Tullahoma, Tenn.** Announced Mar. 25.

KAGH Crossett, Ark.—Seeks assignment of license from **Julian Haas** to **Julian** and **Rose Marie Haas.** Mr. Haas is assigning one-half interest to his wife so as to operate as partnership. Announced Mar. 24.

KNGS Hanford, Calif.—Seeks assignment of license from **Hanford Bcstg. Co. of Calif.** to **Ellsworth Peck** and **A. J. Krisik,** d/b as **Vallejo Bcstg. Co.** for $260,000. Messrs. **Peck** and **Krisik,** who will each own 50%, are co-owners of **KGYW Vallejo, Calif.** Announced Mar. 20.

WLCR Torrington, Conn.—Seeks assignment of license from **Electronic Maintenance Inc.** to **Pioneer States Bcstrs. Inc.** for $25,000 plus assumption of debts amounting to approximately $59,000. New owners will be **Albert L. Capstaff** (57.3%) and others. Mr. Capstaff, free-lance tv and radio producer, is sole owner of **WDEW Westfield, Mass.** Announced Mar. 21.

WIOK Tampa, Fla.—Seeks assignment of license and cp from **Rounsaville of Charlotte Inc.** to **Rounsaville of Tampa Inc.** Corporate change. No control change. Announced Mar. 25.

WAYX Waycross, Ga.—Seeks involuntary assignment of license to **Ethel Woodward Williams, Jack Williams Jr., Heyward Burnet** and **J. Mack Barnes,** as executors of last will and testament of **Jack Williams,** deceased. Announced Mar. 20.

WRAM Monmouth, Ill.—Seeks assignment of license from **Stephen P. Bellinger, Theodore M. Nelson, Charles Vandever, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper, T. Keith Coleman, Vernon J. Wilson** and **James W. Travelstead,** d/b as **Prairieland Bcstrs.** to **Stephen P. Bellinger, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper, T. Keith Coleman** and **Vernon R. Munn** d/b as **Prairieland Bcstrs.** No consideration is involved. New ownership distribution: Messrs. Bellinger and Kemper (each 28.5%); Messrs. Townsend (14.25% each); Mr. Coleman (9.5%), and Mr. Munn (5%). Announced Mar. 25.

KIMO Independence, Mo.—Seeks assignment of license from **Craig Siegfried** to **KIMO Inc.** for $87,400. New owners are **Kevin Sweeney** (40%), **Kenyon Brown** (40%) and **Glenn Griswold** (20%). Mr. Sweeney owns 36% of **KBYE Oklahoma City** and 32% of **KFOX-AM-FM Long Beach.** Mr. Brown's broadcast holdings: **KCOP-TV Los Angeles** (25%); **KGLC Miami, Okla.** (22.15%), and KFOX-AM-FM (17%). Mr. Griswold owns 18% of KBYE. Announced Mar. 24.

WMVO-AM-FM Mount Vernon, Ohio—Seeks acquisition of positive control of licensee corporation **(Mt. Vernon Bcstg. Co.)** by **Helen E., Charles M.** and **Stephen W. Zelkowitz,** as family group. Purchase of 12 shares by Helen Zelkowitz from **Fred Barry Jr.** for $1,260 increases Zelkowitz family's ownership to 51.3%. Announced Mar. 26.

WALD Walterboro, S. C.—Seeks acquisition of positive control of licensee corporation **(Walterboro Radiocasting Co.)** by **Robert S.** and **Virginia L. Taylor** through purchase of 225 shares from **Paul Gilmore** for $22,500. After transaction, Mr. Taylor will own 90%, his wife 10%. Announced Mar. 26.

WHHM Memphis, Tenn.—Seeks assignment of license from **Mid-South Bcstg Corp.** to **Cy Blumenthal** for $140,000. Mr. Blumenthal's broadcast interests: **KCKN Kansas City, Kan.,** and **WCMS Norfolk, Va.** (licensee of both); **WARL-AM-FM-TV Arlington, Va.** (100%), and **WROV Roanoke, Va.** (10%). Announced Mar. 26.

KAZZ-FM Austin, Tex.—Seeks assignment of license from **Frank L. Scofield** to **J. E. Moore Jr.** for assumption of balance due on notes amounting to $4,314 and cash payment of $7,950. **Mr. Moore** is in radio supply, hi-fi, etc. Announced Mar. 24.

KUNO Corpus Christi, Tex.—Seeks relinquishment of positive control of licensee corporation **(KUNO Radio Inc.)** by **J. C. Looney** through sale of stock to various employes. Mr. Looney's ownership will be reduced from 51 to 34%, that of **McHenry Tichenor** from 39 to 30%. Announced Mar. 25.

KRCT Pasadena, Tex.—Seeks assignment of license and cp from **Bay Bcstg Co.** to **Industrial Bcstg Co.** Corporate change. No control change. Announced Mar. 24.

WLVA-AM-TV Lynchburg, Va.—Seeks involuntary transfer of control of licensee corporation from **Edward Allen** to **Champe C. Allen,** executrix of estate of Edward Allen, deceased. Announced Mar. 20.

Hearing Cases

FINAL DECISIONS

By memorandum opinion and order, Commission denied petition for rehearing by **Red River Bcstg. Co. (KDAL-TV ch. 3) Duluth, Minn.,** directed against Dec. 11 grant of application of

Radio Station and Newspaper

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*Member AFCCE **

Northwest Publications Inc., to change main studio location of **WDSM-TV** (ch. 6) from **Superior, Wis.**, to **Duluth**. Announced Mar. 20.

By memorandum opinion and order, Commission dismissed petition for reconsideration or rehearing by **WREC Bcstg. Service (WREC) Memphis, Tenn.**, directed against Jan. 17 grant of application of **Frank J. Russell Jr.** for new am station (WLST) to operate on 600 kc, 1 kw, DA, D, at **Escanda, Mich.** Announced Mar. 20.

INITIAL DECISIONS

Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of **Western Nebraska Tv Inc.**, for new tv station to operate on Ch. 13 in **Alliance, Neb.**

Hearing Examiner **Charles J. Frederick** issued initial decision looking toward denial of application of **Oregon Radio Inc.**, for extension of time to complete construction of station **KSLM-TV** (Ch. 3) **Salem, Ore.**

OTHER ACTIONS

By order granted requests by **Union Bcstg. Co., Elizabeth, N. J. Perth Amboy Bcstg. Co., Perth Amboy, N. J.**, and **Alkima Bcstg. Co., West Chester, Pa.**, for extension of time to April 1 to reply to 309(b) letter of Jan. 15; and denied petition by **Lion Bcstg. Co. Inc., Dover, N. J.**, for dismissal of other applications in consolidated proceeding. Announced Mar. 20.

WDOS Oneonta, N. Y.—Designated for hearing application to increase power from 500 w to 1 kw, continuing operation on 730 kc, D; made **WHWL Nanticoke, Pa.**, party to proceeding. Announced Mar. 20.

WJPB-TV Inc.—West Virginia Radio Corp. Telecasting Inc., Weston, W. Va.—Designated for consolidated hearing applications for new tv stations to operate on Ch. 5. Announced Mar. 20.

Routine Roundup

PETITIONS FOR RULE MAKING FILED

National Assn. of Broadcasters, Washington, D. C.—Petition requesting institution of rule making looking toward amendment of Section 3.111 of rules so as to require entry in operating log of frequency monitor reading *only at the beginning and close of the broadcast day* instead of every thirty minutes as is now required. Petitioner proposes that present Section 3.111 be amended as follows: (a) Change present Section 3.111(b)(4) to Section 3.111(b)(5) and delete therefrom (iii); (b). Add new Section 3.111(b)(4) to read as follows: "An entry of the frequency monitor reading at the beginning and close of the broadcast day or, in the case of continuous operation, once in each twelve-hour period"; and (c) Change present Section 3.111(b)(5) to Section 3.111(6). Announced Mar. 21.

Federal Civil Defense Administration, Battle Creek, Mich.—Petition requesting amendment of Section 12.254 of rules as follows: Delete words "Drill" or "Test" and replace with word "EXERCISE" so that last sentence would then read: "All messages which are transmitted in connection with such drills and tests shall be clearly identified as such by the use of the word 'EXERCISE' in the body of such messages." Announced Mar. 21.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on March 25

Granted motion of **Norfolk-Newport News Tv Corp.**, for dismissal without prejudice of its application for new tv station to operate on Ch. 13 in **Norfolk, Va.**, and retained in hearing status applications of **Peninsula Bcstg. Corp. (WVEC-TV) Hampton, Tim Brite Inc. (WTOV-TV)**, and **Virginia Tv Corp., Norfolk**, in tv Ch. 13 proceeding.

Granted request by **Mason County Bcstg. Co., Shelton, Wash.**, to terminate the proceedings on his application for additional time to construct station **KONK**; proceedings are terminated and the application is dismissed.

Denied petition by **R. Lee Hollingsworth** for leave to intervene in proceeding on am applications of **West Shore Bcstg. Co., Beacon, N. Y.**, and **Westport Bcstg. Co., Westport, Conn.**

By Hearing Examiner Elizabeth C. Smith on March 24

Granted petition by **North Dakota Bcstg Co. Inc.**, for extension of time from March 25 to April 1 for filing proposed findings of fact and conclusions and for filing replies thereto from April 7 to April 14 in proceeding on application for new tv station to operate on Ch. 11 in **Fargo, N. D.**

By Hearing Examiner H. Gifford Irion on March 25

Granted petition by **Southeastern Indiana Bcstrs. Inc., Jeffersonville, Ind.**, for extension of time to April 22 for filing corrections to transcript in proceeding on its am application and that of **Northside Bcstg. Co., Jeffersonville.**

By Hearing Examiner Annie Neal Huntting on March 25

Pursuant to informal agreement of parties, ordered that prehearing conferences scheduled for April 1 is continued to April 3, at 2 p.m., re application of **Palm Springs Translator Station Inc., Palm Springs, Calif.**, for mod. of cps to increase ERP and make changes in ant. system and for tv translator station licenses to cover K7OAL and K73AD.

By Hearing Examiner J. D. Bond on March 24

Granted request by **Okla. Tv Corp.**, for further prehearing conference at 2 p.m., April 7, in tv Ch. 12 proceeding, **New Orleans, La.**

By Chief Hearing Examiner James D. Cunningham on the dates shown

Ordered that hearings are scheduled to commence on May 19 in following proceedings: am application of **Ottaway Stations Inc. (WDOS) Oneonta, N. Y.**; **WJPB-TV Inc., W. Va. Radio Corp.**, and **Telecasting Inc.**, for new tv stations to operate on Ch 5 in **Weston, W. Va.** Actions Mar. 21.

Granted petition by **Severn Bcstg. Co., Reedsport, Ore.**, for dismissal without prejudice of its am application, and retained in hearing status **Oregon Radio Inc. (KSLM) Salem**, and **Lincoln Electronics Inc. (KBCH) Oceanlake, Ore.** Action Mar. 21.

By Hearing Examiner Elizabeth S. Smith on March 24

Granted petition by **Granite State Bcstg. Co. Inc. (WKBR) Manchester, N. H.**, for continuance of hearing from April 8 to May 26 on its application.

By Hearing Examiner Hugh B. Hutchison on the dates shown

On own motion, ordered that prehearing conference is scheduled for April 1 re application of **Mason County Bcstg Co., Shelton, Wash.**, for additional time to construct station **KONK**. Action Mar. 21.

On own motion, ordered that prehearing conference is scheduled for April 7 in proceeding on am applications of **Fox Valley Bcstg. Co., Geneva, Ill.**, **Radio Wisconsin Inc. (WISC) Madison, Wis.**, and **Logansport Bcstg. Corp., Aurora-Batavia, Ill.** Action Mar. 24.

Ordered that prehearing conference is scheduled for April 11 in proceeding on fm applications of **Riverside Church in City of New York, New York, N. Y.**, and **Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.** Action Mar. 24.

By Hearing Examiner Annie Neal Huntting on March 24

Ordered that further prehearing conference is

Continues on page 100

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Feb. 28

	AM	FM	TV
LICENSED (all on air)	3,170	520	400[1]
CPs ON AIR (new stations)	52	20	108[2]
CPs NOT ON AIR (new stations)	85	64	107
TOTAL AUTHORIZED STATIONS	3,307	604	659
APPLICATIONS FOR NEW STATIONS (not in hearing)	406	42	75
APPLICATIONS FOR NEW STATIONS (in hearing)	115	11	54
TOTAL APPLICATIONS FOR NEW STATIONS	521	53	129
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	237	26	38
APPLICATIONS FOR MAJOR CHANGES (in hearing)	36	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	273	26	54
LICENSES DELETED	0	0	0
CPs DELETED	2	1	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Mar. 26

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,170	57	91	535
FM	520	20	74	65
TV (Commercial	400[1]	109[2]	107	133

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Mar. 26

	VHF	UHF	TOTAL
COMMERCIAL	423	86	509[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 36 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

"Whatever your broadcast needs, go straight to Collins"

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Looking for young man who wants to learn radio business. Some college preferred. Send photo, tape and resume to T. C. Hooper, WQOK, P. O. Box 298, Greenville, S. C.

Management

Manager with excellent sales background wanted for attractive Florida coast-line operation. This is a successful daytimer in a beautiful growing market and the future outlook is excellent. We want a young man, early thirties, with energy and ideas. He'll be associated with a small organization with big ideas for the future. Successful background in sales more important than previous management experience. All replies confidential. Send complete details including references. Box 617D, BROADCASTING.

General manager with extensive background in Negro radio sales for major market Negro station. Right man can earn medium five-figure salary. Send background, billing and photo without delay to Box 631D, BROADCASTING.

Progressive Mutual station desires experienced man, responsible, proven ability and willingness to work to take over management of fine station. Excellent new facilities. Salary open. Write Box 692D, BROADCASTING.

Account executive, excellent opportunity, immediate opening. Call or write Manager, KLMO, Longmont, Colorado.

Account executive for Nation's top-rated negro station. Must be sales executive type, potential manager. Send photo, resume, references. Confidential. John McLendon, Ebony Radio Group, Box 2667, Jackson, Miss.

Sales

Local sales manager wanted at 5000 watt NBC affiliate in competitive midwest city of 55,000. Weekly salary $110.00, plus percentage on sales. Detail your experience and include picture with first letter. Box 643D, BROADCASTING.

Michigan 1 kw network affiliate. Salesman or woman-experienced. Draw and commission. No floaters or hotshots. Box 686D, BROADCASTING.

Time salesman for growing market. Fifteen percent against liberal draw and travel allowance. Airmail full details to KFRD, Rosenberg, Texas.

Announcers

Announcer for midwest regional with excellent staff and facilities. $80 for 40 hours and opportunity for overtime. Send all details to Box 500D, BROADCASTING.

Negro. Religious disc jockey. Florida metropolitan market. Established station. Need experienced man who can take direction and fit into modern station operation. Send tape and letter to Box 590D, BROADCASTING. None returned.

Texas station needs good announcer with excellent voice. Above average salary. No beginners. Box 616D, BROADCASTING.

Smooth morning man, strong on news, with 3rd class ticket for live-wire 1000 watter, tidewater Virginia. Tape, photo, resume first letter. Box 652D, BROADCASTING.

Reliable beginning dj-copywriter also dj salesman. Independent music and news in south. Send tape, resume, expected salary. Box 672D, BROADCASTING.

Announcer, salesman wanted for 5 kw southeastern section. Base salary, plus commission. Good opportunity. Box 688D, BROADCASTING.

Top rated regional Texas indie needs janitor who is a swinging deejay, newshound, and salesman. Above average janitor's pay. First drink puts this ad back in. Send tape and resume to KBBB, Borger, Texas.

KBKC, modern radio for Kansas City, needs a good experienced announcer. KBKC offers many benefits plus an ideal place to live. Send tape, pictures and full details immediately to 1436 West 47th, Kansas City, Missouri.

Help Wanted—(Cont'd)

Announcers

Solid opportunity for really capable announcer with first phone at 5000 watt full time regional. No engineering duties. Three years announcing experience absolute minimum. We have lost a man to the service, so call Jim Jae, at KHMO, Hannibal, Missouri and let's discuss how you can insure your future in radio.

Top money for top men! Number one music and news independent has immediate openings for personality deejays. Grow with Kansas' fastest growing station. First phone required. Write, wire or phone Ed Schulz, KJAY, Topeka, Kansas.

KQV, Pittsburgh, Pennsylvania, needs good, fast moving afternoon dj. Run own tables, Top pay. Send tape to Ralph Beaudin, KQV, Pittsburgh 19, Pa.

Need immediately. Combination newsman-copywriter. Also opening for morning announcer. Ideal working conditions, good pay, fringe benefits. KRIC, P. O. Box 870, Beaumont, Texas.

Wanted: Announcer-1st phone engineer for east Texas. KTLU, Rusk, Texas.

KVWM, Show Low, Arizona, in beautiful high forest country, new station, adding to staff—seeks good, dependable announcer. Rush resume and tape.

18 year old 5 kilowatt daytimer needs versatile staff announcer with newscasting experience. Better than average pay and working conditions. Send audition tape to WLET, Toccoa, Ga.

Announcer-dj, some experience. Pop music daytimer, must be good on news. Tape and resume to Don Williamson, WMST, Mt. Sterling, Kentucky. Include picture.

Technical

Texas station needs chief engineer with above average voice. Good starting salary. Box 615D, BROADCASTING.

Love Florida, wish you were here! Got 1st class ticket? Good voice? Know-how? Come to Florida. You'll be chief engineer, announcer. Box 690D, BROADCASTING.

Wanted: Young, ambitious, first class engineer with good announcing voice. 5 kw Georgia station. Good starting salary, plus fast advancement. Send tape, photo to John R. Swann, WHAB, Baxley, Georgia.

Chief engineer-announcer combination. 5000 watt remote controlled daytimer. New equipment, immediate opening. Send complete details in tape air mailed WHIY, Orlando, Florida, Ft. Gatlin Building.

Production-Programming, Others

Radio tv executive one girl Friday, must think creatively, willing to take plenty of responsibilities, shorthand and typing necessary. Position offers stimulating challenge, interesting work in Canada's largest and most delightful city, Montreal, with its French atmosphere and only two hours from New York and one hour from the famous Laurentian resorts. Box 657D, BROADCASTING.

Future for program man on fire; major radio station in east is looking for executive who can contribute and develop sound ideas; supervise people handle traffic administrate; knows production write interesting copy; may have been "mike" man. Box 682D, BROADCASTING.

Mutual station, central US, looking for bright, alert dj. Wonderful opportunity. Good salary. Send tape and complete details to Box 691D, BROADCASTING.

Radio and tv station in mid-west wants sports director. Unlimited opportunity. Excellent working conditions. Sports minded area. Send tape and resume to Box 694D, BROADCASTING.

Program director desired immediately for strong, progressive midwest independent station. Opportunities unlimited. Excellent working conditions. Send full resume. Box 704D, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Staff expansion, non-top-40 station in university town. Three men, commercial, news, program, if you've served your apprentice, contact Arden Booth, KLWN, Lawrence, Kansas, phone Viking 3-1320.

Progressive independent #1 Hooper rated station in market of 322,000 needs immediately a sharp intelligent experienced continuity writer. Capable of handling promotion in addition to continuity. Terrific opportunity for ambitious creative gal. If you fit writer, call WCAW, P. O. Box 2791, Charleston, W. Va.

News director. To head department, gather, write and air local and wire copy. Must have commercial experience. College or equivalent. Send complete information about yourself, snapshot and tape. Replies kept confidential, material returned. Manager, WNXT, Portsmouth, Ohio.

RADIO

Situations Wanted

Management

Old hand, 37. Sales, promotion, programming. Skilled announcer, old engineer (1st phone). Managing, need greater potential and stability. Manager, lease or buy, good potential station only. Prefer to stay in Rockies. Box 513D, BROADCASTING.

Manager or commercial manager. Experienced in local, regional and national sales, plus managerial know-how learned from twenty years experience. Presently employed. Best of references. Married. Box 645D, BROADCASTING.

35 years old. 16 years all radio. Family, Midwest market. Can invest modest sum. All replies answered and kept confidential. Box 696D, BROADCASTING.

General managership wanted in town of 10,000 or larger. Presently managing station in small town. Desire greater potential. Have first phone, experienced all phases. Prefer southwest or midwest. Box 708D, BROADCASTING.

Business executive experienced in radio and newspaper top level capacities, is interested in radio management position in southern states, Florida preferred. Box 711D, BROADCASTING.

Low cost per thousand man hours. Management trainee radio-tv. Experience, sales, productions, announcing. Chuck Lowry, 3036 S. Hoover, Los Angeles, Calif., RIchmond 8-5678.

Available June 15. Young man, well known in radio circles, experienced in all phases of radio, desires position as manager of radio station. Can double in sales, dj, and newscaster, top references. Contact Jimmie Sizemore, formerly of radio team "Asher and Little Jimmie Sizemore," 32 Enright Ave., Jeffersonville, Indiana, BU 2-3785.

Sales

Go-getter experienced. Seeking good potential. Prefer deal including air work. Can run own board-all-around man—what you're looking for. Box 636D, BROADCASTING.

Need station: Two experienced broadcasters. Family men, college graduates. One will handle sales, the other programming. Full control will yield big results. Both currently employed. For full details write Box 685D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Girl-personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 326D, BROADCASTING.

Sports announcer baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

Versatile, dj-newsman. Highly experienced all phases. First phone. Negro. Box 530D, BROADCASTING.

DJ-announcer go anywhere. Ready now. Run own board. Can sell, too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 546D, BROADCASTING.

Announcer-engineer first phone. Three years experience. Good voice, high Pulse rating under present employment. Married, veteran. Desire location in California. Box 569D, BROADCASTING.

Sports announcer, college, married, 32, available for baseball. Will travel. Box 572D, BOADCASTING.

Employed dj—excellent personality show, news, sports. Young, clean, single, 2 years experience. Excellent voice. Wants bigger market anywhere. Box 667D, BROADCASTING.

Top negro disc jockey seeks position in radio. Great voice. College, vet., experienced. References. Preference northern stations. Box 668D, BROADCASTING.

Experienced announcer, two years, newscasting, dj, sports. Available immediately. Box 669D, BROADCASTING.

Ventriloquist, magician, dj, manage 1 kw. Rather be dj. Young, clean, personality. Want to go up. Chicago, California or Florida. Box 670D, BROADCASTING.

Classical deejay. English speaking personality. First phone. East. Experimentation, anyone? Box 676D, BROADCASTING.

Staff announcer. Beginner. Limited experience. Married, 3rd ticket, Radio school graduate. Will travel. Box 679D, BROADCASTING.

Deep-toned, versatile, top-rated personality in 2 million plus market. 25. Single. Will consider any major market; particularly west coast. Policy change requires relocation. Box 683D, BROADCASTING.

Deejay, "pop" or "rock 'n' roll." Newscaster, staff. Relocate large or small market. Experienced, 25, college, married. References. Mature negro. No accent. No jivetalk. Box 684D, BROADCASTING.

Attention far-west-Seattle calling. Some experience, first phone. No maintenance. Box 687D, BROADCASTING.

Free to travel. Young, versatile announcer. Experienced. Pictures, tape, resume on request. Box 698D, BROADCASTING.

DJ-announcer. Country and pop music. Operate board. Tape, resume. Box 699D, BROADCASTING.

Announcer/dj, 4 years experience radio-tv, relocate San Francisco Bay area, married. Box 701D, BROADCASTING.

Negro announcer, dj; experienced, all phases. Will travel. Tape. Box 703D, BROADCASTING.

Experienced personality dj married, draft exempt. You need me, I need you. Let's talk turkey. Box 705D, BROADCASTING.

Inexperience is my greatest asset for I have no bad habits. Studied news, dj, commercials under pro. Draft exempt. Box 706D, BROADCASTING.

Experienced dj, three years, good commercial knows music, family. Box 707D, BROADCASTING.

Announcer with six years radio know-how. Have family, will travel. Happy now but would be happier at progressive outlet with future. Box 712D, BROADCASTING.

Disc-jockey, top market. Have ratings, experience, ideas, family. Permanent for right station big—or small. Box 716D, BROADCASTING.

Colored announcer. DJ staff man-newscaster, strong on commercials! Versatile, will relocate. Box 717D, BROADCASTING.

Announcer, dj, strong on commercials. Young, enthusiastic. Willing to learn. Midwest preferred. Single, 21. Box 183, Mendota, Illinois.

RADIO

Situations Wanted—(Cont'd)

Announcers

Young, aggressive, versatile announcer. Desires staff position-southern states. Tape, resume, pictures on request. Contact Bill Earl, WMNS, Olean, N. Y.

DJ announcer, versatile, experienced, hard and soft sell. Excellent board operator. Go anywhere. No prima donna. Tape and resume. Dick Karp, Friars Club, 57 East 55th St., New York City, 22.

5 years directional radio and vhf-tv experience. Good voice. Russell Nicoletti, 678 Macedon Rd., Walworth, N. Y.

Good combo man available, capable, alert, personable. Short on experience. Prefer western states. Robert Raucher, 470 S. Almont Drive, Beverly Hills, Calif. CRestview 1-6347.

Writer-announcer. Newscasts, boardwork. Third license. Single. Wallace, 737-11th St., N. W., Washington.

Technical

1st phone. Tech school. radio-tv serviceman desires position in broadcasting. Prefer midwest. Box 436D, BROADCASTING.

Experienced in radio and television supervising and maintenance. Prefer south. No announcing. Box 655D, BROADCASTING.

Presently employed chief engineer announcer desires permanent position in Maryland or Virginia. Young married family man. Several years experience, also assistant manager, college. Box 697D, BROADCASTING.

Chief engineer-announcer music, news, sports presently employed. Desires change medium market. Two years present job. Family, 26, vet. Anywhere. Box 714D, BROADCASTING.

Chief engineer, competent, reliable, experienced construction, maintenance, directionals, remote control. Box 715D, BROADCASTING.

First phone, 31, married, car, BA Liberal Arts, tech school grad. 2 years experience am transmitter, board, disc and magnetic recording. Pat Heffernan, 135 N. Western, St. Paul, Minnesota.

1st phone. Ready to travel. Radio-tv combo man. Have training, want experience, married, vet. John Paradini, 1006 N. Mariposa, Hollywood, Calif.

Have ticket (first phone). Will travel. No experience. Will learn. Salary: Necessary—but secondary. Robert Riley, 2806 Carlson Drive, Dallas 19, Texas.

First phone-amateur radio experience. Like offer radio-tv. Howard Waterhouse, 226 East Washington, Fort Wayne, Indiana.

Production-Programming, Others

Attention mid-west area "housewife appeal" stations. Veteran program-news director, with management experience, seeks better opportunity. College graduate, family man. References. Box 632D, BROADCASTING.

Newsman, 8 years experience. Have built top rated news show in competitive mid-western market. Box 710D, BROADCASTING.

Ten years professional programming experience available to organization that recognizes programming-production value. College board of radio lecturers. Married, 35. Box 713D, BROADCASTING.

5 years experience; restricted license, have been program director small station; news-dj-announcer larger stations. Specialty news-can also announce rapid "pop style" if necessary. News gathering; have done writing, casting, directing for weekly radio dramatization. 3 years Pal Science, 2 years radio tv school, 27, have family. Contact Chuck Casey, 427 West 12th Street, Pueblo, Colorado. Phone Lincoln 2-0574.

TELEVISION

Help Wanted

Sales

Excellent opportunity for television salesman with full power station covering one million people in the south. Guarantee while becoming established in market. The man we want must know tv sales and not be afraid to sell tv time at tv rates. Please furnish complete information in first letter, Box 671D, BROADCASTING.

Announcers

TV booth and live announcer wanted at once. Send tape and picture to Doug Sherwin, KGLO-TV, Mason City, Iowa.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Opening for top flight announcer strong on news and commercials. NBC-TV affiliate, southwest. Permanent. Good salary. Consider radio announcer seeking television opportunity. Send resume, tape and recent photo. We will return them. Box 585D, BROADCASTING.

Production-Programming, Others

TV copywriter—Leading vhf station has immediate opening for experienced copywriter. Qualified applicant must have thorough knowledge of audio-video techniques. Submit samples and complete information including earnings first letter. WSAV-TV, Savannah, Georgia.

TV director wanted. Full power ABC affiliate. Good midwest market. Must have live production experience. Apply at once to Box 638D, BROADCASTING.

News director needed for station to supervise both radio and television news. Outstanding opportunity in good market. Send tape and complete info to Box 693D, BROADCASTING.

TV production manager-director. A better than average opportunity awaits a better than average applicant. Thoroughly experienced, live-wire with workable ideas for good low budget. Production, versatility and imagination essential as is ability to produce, direct, switch and handle other production details including traffic and copy supervision. State starting salary expected, give full particulars about previous experience and attach small snapshot. Confidential, reply letter only, Bob Bostian, WAKR-TV, Akron, Ohio.

TELEVISION

Situations Wanted

Management

Manager, presently employed. 16 years in television and radio as manager, commercial manager, program director, also agency and network experience. Best references. Would like station needing reorganization to reach maximum profits, or new station in market with high potential. Box 625D, BROADCASTING.

Sales manager or general manager. Over twenty years of radio and television experience in sales and management. Well known and regarded as an experienced and capable working executive. Married. Box 646D, BROADCASTING.

Announcers

Over two years experience in radio, desires radio-tv opportunity anywhere. $75 weekly. Employed. Tape, resume available. Box 674D, BROADCASTING.

Versatile announcer-personality, excellent background, desires position in or near major market. Box 702D, BROADCASTING.

Technical

Have 2nd phone, 1st soon. Light floor and projection experience. Box 675D, BROADCASTING.

Chief engineer seeks responsible position with progressive station top technical and administrative ability. Ten years in the industry. Excellent references. Box 677D, BROADCASTING.

TV studio engineer, first phone. 4 years experience-video, TD, remotes, studio supervisor. Seek permanent opportunity in solid operation, but will consider summer relief if chance of permanency exists. Box 689D, BROADCASTING.

Production-Programming, Others

Operational problems? I like 'em! My 18 years in all phases of radio and tv will help you. Presently employed but desire move to larger west coast market. Box 665D, BROADCASTING.

Television producer-director: 4½ years heavy experience, thoroughly schooled. Also experienced in film. Box 666D, BROADCASTING.

Young man, single, tv school grad, wants job in production on west coast. Temporary or permanent. Box 673D, BROADCASTING.

Experienced director. Cameraman. 5 years. Family. All phases production. Presently employed top eastern basic. Desires more opportunity. Box 695D, BROADCASTING.

Experienced pd, promotion background, 32, family, active churchman, present employer references. Boyd Porter, 1508 South First Street, Lufkin, Texas.

FOR SALE

1958 radio station plan book. Five complete floor plans. Practical, economy minded, proven. $3.75 postpaid. Station Planning Service, Box 2001 Station A, Fort Wayne, Indiana.

Stations

To Buy or sell a station in the west. Chapman Company, 33 West Micheltorena St., Santa Barbara, California.

Hillbilly-western operators—I'll help you buy a going operation in major southwest market by putting up majority cash down payment in exchange for frequency and transmitter. You operate on my present frequency and transmitter. Swap will not effect billing or ratings. Excellent opportunity. Box 680D, BROADCASTING.

250-watt hillbilly-western station. Major southwestern market. Billing 60-65. Potential 125. Sell for 65-15 down to good operator offering bankable paper. 3-4 year pay out. No brokers. Box 681D, BROADCASTING.

VHF station—all three networks—in single station semi-national southwest market, on air two years, making modest profit. $85,000 will handle. For full details call Amarillo, Texas, Fleetwood 6-3297.

Gulf south metropolitan market station, $125,000 cash, small market station $125,000, terms. Southeast metropolitan area station, $250,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Midwest large market station, southwest medium market station. Chapman Company, 1182 West Peachtree, Atlanta.

New England small and medium market stations, $100,000 to $125,000 total. Chapman Company, 17 E. 48th, New York.

Private brokerage service. Texas, Louisiana, New Mexico, Oklahoma, Arkansas, Colorado, Missouri, Kansas. Ralph Erwin, Broker, Tuloma Building, Tulsa.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

Collins 300E 250 watt transmitter. Excellent condition. Available in 30 days. Best offer takes. Box 678D, BROADCASTING.

78 r.p.m. Seeburg automatic record player modified by Seeburg for broadcast station use, good condition holds 50 records. Make offer, best offer takes the unit. Box 709D, BROADCASTING.

FM transmitter 10 kw, WE; 4, 8 bay Collins antennas; GE frequency-modulation monitor. Write—Towers, #155, Philadelphia 5.

150 foot guyed antenna, complete with base, flashing unit, weatherproof antenna tuning house with tuning unit, meter, $950.00 as she stands. KCMJ—Box KK, Palm Springs, Calif.

For sale—RMC reproducers, 2 A-16 arms, new condition; 2 L2B equalizers, 3 lateral heads. Best offer takes them. WBOB, Galax, Va.

Ampex 350-TU, $1627; 600, $398; 620, $119; Concertone #23($833) $695 & $595; 601P; 601-2P. Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

Two Ampex 352-R play-back machines less than one year old. $775.00 each. Jerry West, Radio Station KOIL, Omaha, Nebraska.

Will trade-for $3,000 interest in new station; W.E. transmitter, 1 kw tubes, extras, Model 443-A-1. Model 20-B Gates control board, Gates Limiter, two Gates CB11 turntables, two PT6 Magnecorders, Model FD-1A. Doolittle frequency monitor. WJOI, Florence, Alabama.

One 1000 watt fm available from present production for June delivery with multiplex $5,525.00. 250 watt in stock 5 kw available July. Contact your Gates sales engineer or Gates Radio Company, Quincy, Illinois.

FOR SALE—(Cont'd)

Equipment

For sale: Ampex 350 ,3-052, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

Weather warning receivers—for Conelrad and Disaster weather warnings. Air Alert II—$46.50. Air Alert I—$89.50. Write: Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

Presto 7K disc recorder, dual speed. George Kravitz, 83 Amsterdam Avenue, N.Y.C. SChuyler 4-2208.

Video monitors—8 megacycle—plug in construction. 14"—$215.00, 17"—$219.00, 21"—$259.00. Proven in thousands of closed circuit and broadcast installations. Miratel monitors are delivered under several trade names. Factory direct sales. Write: Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

Will buy or sell fm equipment. Ed Nall, 4516 North Libby, Oklahoma City.

WANTED TO BUY

Stations

Broadcasters with $10,000 want am in midwest-southwest. Strict confidence. Box 491D, BROADCASTING.

AM or fm radio station in or near metropolitan area. Confidential. Box 571D, BROADCASTING.

Small or medium market radio station or cp wanted. Fulltime local channel preferred. New England, New York, Pennsylvania or New Jersey. Give full details including terms if available. Box 626D, BROADCASTING.

I'm looking for am station in city over 50,000 population. Florida or gulf coast preferred; but will consider any metropolitan area. Please state call letters, price, down payment, gross. Replies confidential. Box 644D, BROADCASTING.

Corporation presently engaged in regional am-fm radio operation has six figure carry forward tax loss resulting from uhf experiment. We are looking for way to utilize tax loss before it expires by either purchasing profitable radio operation or selling corporation. Any seriously interested parties invited to write in confidence to Box 700D, BROADCASTING.

Equipment

Used console, single channel. State make, age, condition, price. Box 565D, BROADCASTING.

Wanted, 250 watt or 1000 kw fm transmitter, monitor, and fm antenna. Box 641D, BROADCASTING.

Wanted, 1 kw and 5 kw am transmitters with associated equipment. Also interested in towers from 175 to 450 feet. Complete details to Box 650D, BROADCASTING.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

BUSINESS OPPORTUNITY

Allied Brokers Company. Baker Building, Sherman, Texas. Sales, purchases, appraisals, financing, all technical matters handled with care and discretion. Experienced. Former radio station owners and operator.

MISCELLANEOUS

Berry Long, formerly with KOA, Denver, please call John Gibson 2-8121, Greenville, Mississippi.

RADIO

Situations Wanted

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

TELEVISION

Help Wanted

Technical

ENGINEERS NOTICE

Brand new GE equipped television station now on the air. Top power, top notch operation in college city, the State Capitol. Openings for qualified television engineers, with first phone license, with or without experience. Salary based on experience. Send complete resume. Write: Durwood Neuse, Studio Supervisor

WRAL - Television
Box 9583
Raleigh, N. C.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

For Sale
Used, 400 ft., Stainless, G-36 tower
Excellent Condition
Available immediately. Price $4500
WEEK-TV
Peoria, Ill.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

scheduled for Apr. 3 in proceeding on am application of **Pierce Brooks Bcstg. Corp. (KGIL) San Francisco, Calif.**

By Hearing Examiner H. Gifford Irion on March 24

Ordered that further hearing in proceeding on fm applications of **Herbert Muschel, Independent Bcstg. Co.,** and **New Bcstg. Co. Inc., New York, N. Y.,** is continued from Mar. 24 to May 6.

By Hearing Examiner Charles J. Frederick on March 21

Ordered that prehearing conference will be held at 2 p.m., Apr. 22 in proceeding on am applications of **Herbert P. Michels, Auburn, N. Y.,** and **Century Radio Corp., Baldwinsville, N. Y.**

By Commissioner Rosel H. Hyde on March 21

Granted petition by **James A. McKechnie, North Syracuse, N. Y.,** for extension of time to Mar. 31 to respond to pending petitions to enlarge issues by competing applicants in am proceeding.

By Chief Hearing Examiner James D. Cunningham on the dates shown

Granted request of **Coastal Tv Co.** for leave to answer reply of **Okla. Tv Corp.** to Coastal's opposition to move to enlarge issues in tv Ch. 12 proceeding, **New Orleans, La.** Action Mar. 19.

Granted motion by **Arthur William Wilson** for dismissal without prejudice of his am application and retained in hearing status am application of **John Bozeman,** both **Wichita, Kan.** Action Mar. 21.

By Hearing Examiner Jay A. Kyle on March 21

On own motion, ordered that further prehearing conference will be held on Mar. 28 at 9 a.m., in proceeding on am application of **George A. Hormel II (KQAQ) Austin, Minn.**

On own motion, with concurrence of counsel, ordered that hearing will resume on Mar. 24 in proceeding on **Evansville Tv Inc.,** to show cause why its authorization for **WTVW Evansville, Ind.,** should not be modified to specify operation on Ch. 31 in lieu of Ch. 7.

By Hearing Examiner Charles J. Frederick on March 21

Ordered that further prehearing conference will be held on April 17 on am applications of **David M. Segal** and **Kenneth G.** and **Misha S. Prather, Boulder, Colo.**

By Hearing Examiner J. D. Bond on March 20

Granted request of **Okla. Tv Corp., New Orleans, La.,** for corrections in various respects to the transcript of the further prehearing conference in tv Ch. 12 proceeding, New Orleans.

Ordered correction to hearing examiner's memorandum and order of Mar. 19 on am applications of **Knorr Bcstg. Corp., Lansing, Mich.,** et al.

By Hearing Examiner Basil P. Cooper on the dates shown

Ordered that a prehearing conference will be held on April 9 in proceeding on am applications of **Oregon Radio Inc. (KSLM) Salem, Ore.,** et al. Action Mar. 20.

Granted request of **William E. Sullivan,** partner in **K-UHF(TV)** for continuance of prehearing conference from Mar. 24 to Apr. 21 in tv Ch. 34 proceeding, Los Angeles, Calif. Action Mar. 21.

By Hearing Examiner Herbert Sharfman on March 19

Ordered that hearing scheduled for Mar. 31 is continued to Apr. 14 in proceeding on application of **Video Independent Theatres Inc.,** for mod. of cp of **KVIT** Ch. 2, **Santa Fe, N. Mex.**

By Hearing Examiner Millard F. French on March 21

Ordered that hearing on am application of **WNAB Inc. (WNAB) Bridgeport, Conn.,** presently pending without date, is scheduled for April 3.

By Hearing Examiner H. Gifford Irion on March 21

Granted petition by Broadcast Bureau for extension of time from Apr. 1 to Apr. 22 for filing proposed findings in proceeding on applications of **Northside Bcstg. Co.,** and **Southeastern Ind. Bcstrs. Inc., Jeffersonville, Ind.**

By Commissioner Rosel H. Hyde on date shown

Granted petition by Broadcast Bureau for extension of time to April 18 to file replies to exceptions in proceeding on applications of **Albuquerque Bcstg. Co. (KOB) Albuquerque, N. M.** Action Mar. 18.

Granted petition by Broadcast Bureau for extension of time to Mar. 27 to file comments to petition to enlarge issues by **Circle Corp. (WKLZ) Kalamazoo, Mich.,** in proceeding on its am application, et al. Action Mar. 19.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted petition by **United Bcstg. Co. Inc.,** for dismissal without prejudice of its application and retained in hearing status application of **New Hanover Bcstg. Co.,** both for new tv stations to operate on ch. 3 in **Wilmington, N. C.** Action Mar. 18.

Denied petition by **Voice of Three Rivers** for intervention in proceeding on am applications of **Binder-Carter-Durham Inc. (WAMM) Flint Mich.,** et al. Action Mar. 20.

Dismissed with prejudice application of **James E. Peaden, Twentynine Palms, Calif.,** for cp to construct tv broadcast translator station, for failure to prosecute; and dismissed as moot petition by Broadcast Bureau to dismiss application. Action Mar. 20.

By Hearing Examiner Jay A. Kyle on dates shown

Pursuant to oral request of counsel for **Humphreys County Bcstg. Co., Belzoni, Miss.,** and with concurrence of counsel for Broadcast Bureau, ordered that further hearing on Humphrey's am application will be held on Mar. 20 at 9 a.m. Action Mar. 18.

On own motion, ordered that hearing scheduled for 9 a.m., Mar. 20 is continued to 9 a.m., Mar. 21 on am application of **Humphreys County Bcstg. Co., Belzoni, Miss.** Action Mar. 20.

On own motion, ordered that hearing is continued from Mar. 20 to Mar. 21 in proceeding on **Evansville Television Inc.,** to show cause why its authorization for **WTVW Evansville, Ind.,** should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Mar. 20.

By Hearing Examiner Elizabeth C. Smith on March 19

Pursuant to agreement of counsel at prehearing conference on Mar. 19, ordered that hearing on am applications of **Albany Bcstg. Corp., Albany, Ore.,** and **W. Gordon Allen, Eugene, Ore.,** will be held Apr. 7.

By Hearing Examiner Thomas H. Donahue on March 18

By memorandum opinion and order, granted motion to correct transcript in various respects by **J. E. Willis, Lafayette, Ind.,** in proceeding on his am application and that of **Crawfordsville Bcstrs. Inc., Crawfordsville, Ind.,** and copy of exhibit 29 now contained in docket is corrected to conform to examiner's copy.

By Hearing Examiner J. D. Bond on March 18

By memorandum opinion and order, granted petition and supplement by **W. A. Pomeroy** to amend am application for new station at **Tawas City-East Tawas, Mich.,** to change trans. site, ant. to provide for DA, and revise costs and financial plans.

By Hearing Examiner Basil P. Cooper on March 18

Granted petition by **WTVJ Inc.,** to amend its application for new tv station to operate on ch. 11 in **Houma, La.,** to specify new trans. site.

By Hearing Examiner Charles J. Frederick on dates shown

Ordered that hearing on lay comparative issues as set forth in prehearing conference of Mar. 17 will be held on Apr. 1 and engineering exhibits will be exchanged on or before Apr. 8; further hearing conference will be held at 9 a.m., Apr. 11; hearing on engineering matters will be held on Apr. 15; hearing scheduled for Mar. 20 is cancelled in proceeding on am applications of **Binder-Carter-Durham Inc. (WAMM) Flint, Mich.,** et al. Action Mar. 18; by memorandum opinion and order, granted petition by **Northern Ind. Bcstrs. Inc. (WIMS) Michigan City, Ind.,** for leave to amend its am application in this proceeding by adding one new tower to the Northern Ind. proposal but reduce number of towers used daytime from three to two; also proposed is new horizontal pattern. Action Mar. 20.

By Hearing Examiner H. Gifford Irion on March 19

Gave notice that prehearing conference will be held on Apr. 8 in tv ch. 66 proceeding Erie, Pa.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of March 21

KENY Bellingham-Ferndale, Wash.—Granted assignment of cp to **Whatcom County Bcstrs. Inc.**

WHYN-TV Springfield, Mass.—Granted mod. of cp to change type of ant., make minor equipment changes; ERP vis. 141 kw, aur. 70.8 kw, ant. height 1000 ft.

WHP-TV Harrisburg, Pa.—Granted extensions of completion dates to June 20 (aux. ant. and main trans. and ant.).

Actions of March 20

KTEE Carmel, Calif.—Granted license for am station and specify studio location and remote control point.

WESR Tasley, Va.—Granted license for am station.

WKFM Chicago, Ill.—Granted license for fm station.

WOBS Jacksonville, Fla.—Granted license covering changes in ant. system (decrease height).

WAMY Amory, Miss.—Granted license covering increase in power and install new trans.; and license to use old main trans. as an aux. trans. at present main trans. site and operate by remote control from studio location.

Actions of March 19

WBKH Hattiesburg, Miss.—Granted relinquishment of negative control by **F. M. Smith** through sale of stock to **G. C. Newcomb** and **James Reeves.**

WFDS-FM Baltimore, Md.—Granted mod. of cp to change ant.-trans. and studio location; change to new type ant. system; increase ERP to 15 kw, and decrease ant. height to 240 ft.

The following were granted extensions of completion dates as shown: **KNOP North Platte, Neb.,** to 10-1; **WSTG Gulfport, Miss.,** to 10-1; **KDSJ-TV Deadwood, S. D.,** to 10-6.

Actions of March 18

WOWL-TV Florence, Ala.—Granted acquisition of positive control by **Richard B. Biddle,** et al., through issuance of stock resulting in withdrawal of 2 minority stockholders and bringing in 1 new stockholder, **John Thompson** (12½%), step-father of Mr. Biddle, thus creating family control.

KELE Phoenix, Ariz.—Granted mod. of license to change studio location and use remote control from same address.

KPAS Banning, Calif.—Granted cp to change ant.-trans. location, studio location, make changes in ground system and operate trans. by remote control.

WINE Kenmore, N. Y.—Granted cp to install new trans.

KLOR-TV Provo, Utah—Granted mod. of cp to change studio location and waived Sec. 3.613 (a) of rules.

WTAE (ch. 4) **McKeesport, Pa.**—Granted mod. of cp to change station location from McKeesport, Pa., to Pittsburgh, Pa., effective Mar. 20.

KGMS-FM Sacramento, Calif.—Granted extension of completion date to May 16.

KWHO Salt Lake City, Utah—Granted authority to operate trans. by remote control.

Actions of March 17

WIOD Sanford, Fla.—Granted assignment of license to **Sanford Bcstg. Corp.**

WMMA Miami, Fla.—Granted license for am broadcast station.

WICU Erie, Pa.—Granted license covering installation of new trans.

WING Dayton, Ohio—Granted license covering installation of new main trans. and operate trans. by remote control (non-directional operation only); and license to use old main trans. as alternate main trans. at present main trans. site and operate by remote control (non-directional operation only).

WJR Detroit, Mich.—Granted mod. of licenses to operate aux. trans. by remote control, and main trans. by remote control.

WIIN Atlanta, Ga.—Granted mod. of cp to change studio location.

K76AG Shelby T. V. Club Inc., Shelby, Mont.—Granted mod. of cp to change ERP to 294 w and ant. system.

WBGC Chipley, Fla.—Granted authority to sign-off at 6:30 p.m. local time, except when special programs in public interest may be broadcast up to licensed sign-off time, for duration of current license period.

WDCR Hanover, N. H.—Granted authority to remain silent from noon, Mar. 22, until morning of Apr. 6, due to annual spring recess.

WSME Sanford, Me.—Granted authority to sign-off at 6:00 p.m. EST, May 1 through Aug. 31, except when broadcasting special event at which time operation may continue up to licensed sign-off time.

KSDA Redding, Calif.—Granted extension of authority to remain silent for period ending May 8, due to bankruptcy.

WLAG-FM La Grange, Ga.—Granted extension of authority to remain silent through Apr. 15.

KCVL Colville, Wash.—Granted authority to sign-off at 6:00 p.m. PST, April through August.

Action of March 12

KWVY Waverly, Iowa—Granted mod. of cp to change type trans.

License Renewals

Following stations were granted renewal of licenses: **WHOS Decatur, Ala.; WIBB Macon, Ga.; WIMO Winder, Ga.; WIRB Enterprise, Ala.; WJRD Tuscaloosa, Ala.; WKEU Griffin, Ga.; WKLE Washington, Ga.; WLBA Gainesville, Ga.; WLBB Carrollton, Ga.; WMSL Decatur, Ala.; WNEG Toccoa, Ga.; WOWL Florence, Ala.; WSFB Quitman, Ga.; WTBC Tuscaloosa, Ala.; WWWB Jasper, Ala.; WWWF Fayette, Ala.; WWWR Russellville, Ala.; WBBQ-FM & SCA Augusta, Ga.; WCOH-FM Newman, Ga.; WCTA-FM Andalusia, Ala.; WDUN-FM Gainesville, Ga.; WLET-FM Toccoa, Ga.; WMAZ-FM Macon, Ga.; WRBL-FM Columbus, Ga.; WRFS-FM Alexander City, Ala.; WRLD-FM Lanett, Ala.; WTBC-FM Tuscaloosa, Ala.; WTOC-FM Savannah, Ga.; WAIQ Andalusia, Ala.; WBIQ Birmingham Ala.; WTIQ Munford, Ala.; WAAG Adel, Ga.; WAPX Montgomery, Ala.; WAUD Auburn, Ala.; WBBQ Augusta, Ga.; WBHB Fitzgerald, Ga.; WBHF Cartersville, Ga.; WBLO Evergreen, Ala.; WCAS Gadsden, Ala.; WCOV Montgomery, Ala.; WCTA Andalusia, Ala.; WDUN Gainesville, Ga.; WEBJ Brewton, Ala.; WETO Gadsden, Ala.; WFEB Sylacauga, Ala.; WFHK Pell City, Ala.; WFOM Marietta, Ga.; WFPM Ft. Valley, Ga.; WGAC Augusta, Ga.; WGAD Gadsden, Ala.; WGAF Valdosta, Ga.; WGFS Covington, Ga.; WGGA Gainesville, Ga.; WGPC Albany, Ga.; WGRA Cairo, Ga.; WGTA Summerville, Ga.; WGWC Selma, Ala.; WGYV Greenville, Ala.; WHEP Foley, Ala.; WHHY Montgomery, Ala.; WHIE Griffin, Ga.; WRGR Starke, Fla.; WSSB Durham, N. C.; WMGR Bainbridge, Ga.**

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Rollin C. Smith Jr., ► vice president and head of art department, Ogilvy, Benson & Mather, to senior vice president. With OB&M since 1950, Mr. Smith previously was art director at McCann-Erickson and N. W. Ayer & Son.

◄ **Vergil D. Reed,** vice president and economist, J. Walter Thompson Co., will retire June 30 from agency to join Michigan State U. as professor of marketing in College of Business and Public Service. Appointment, effective Sept. 1, was approved March 20 by State Board of Agriculture which governs university. In his 14-year career with JWT, Mr. Reed rose from associate director of research to his current position.

Paul M. Visser, account ► executive, Gardner Adv., St. Louis, elected vice president. He has been account executive at Gardner since 1953.

◄ **Donald W. Walton,** sales promotion manager, D. P. Brother & Co., Detroit, named vice president in charge of merchandising services. Before joining agency in 1955, Mr. Walton was with Ross, Roy and Maxon Inc., both Detroit, and Meldrum & Fewsmith, Cleveland.

Alice M. Westbrook, creative director, North Adv., Chicago, elected vice president.

James Cope, vice president for corporate market planning at Chrysler Corp., Detroit, has resigned.

Paul C. Smith, former president, Crowell-Collier Publishing Co. (KFWB Los Angeles) and executive editor, *San Francisco Chronicle*, to vice president and treasurer, American Export Lines, N. Y.

Charles Willard, formerly with McCann-Erickson, N. Y., has joined Doherty, Clifford, Steers & Shenfield, that city, as timebuyer.

Jack Schluter, account executive at Atherton, Mogge, Privett, L. A., for past three years, to Stromberger, Lavene, McKenzie, that city, in similar capacity.

Ralph B. Trieger, formerly sales promotion manager of WBBM-TV Chicago, to R. Jack Scott Inc., that city, as account executive on H-A Hair Arranger account.

Herbert F. Grayson, formerly director of information services at WBBM-AM-TV Chicago, appointed account executive and director of public relations at Mohr & Eicoff Inc., Chicago agency specializing in mail order accounts.

Arthur E. Larkin Jr., vice president of George A. Hormel Co. (meatpackers), to marketing manager, Maxwell House Div., General Foods Corp., White Plains, N. Y. Mr. Larkin, who assumes his post April 15, will take charge of overall advertising for instant Maxwell House, instant Sanka, and regular-ground Maxwell House, Sanka, Yuban and Bliss coffees.

George Forman, formerly director of advertising and sales promotion, Emerson Radio & Phonograph Corp., to Lewyt Corp. (vacuum cleaners), Long Island City, N. Y., as advertising and sales promotion manager.

Seymour Chodorkoff, formerly with Flav-R-Straws, Mt. Vernon, N. Y., as advertising and sales promotion manager, to DWG Cigar Corp. in similar capacity.

Robert Pearson, senior copywriter, Ketchum MacLeod, & Grove, Pittsburgh, named director of sales and technical literature. Other appointments: **Alvin B. Berry,** General Electric Corp., joins agency as account executive and **Frederick C. McCormack Jr.,** director of radio-tv for Erwin Wasey, Ruthrauff & Ryan, Philadelphia, named timebuyer at KM&G.

Richard F. Kieling, media research supervisor and research account head, Ted Bates & Co., to P. Lorillard Co. as marketing research director.

Winifred S. Snyder, with Foote, Cone & Belding for 14 years, joins North Adv., Chicago, as copywriter.

J. O. Peckham Jr. promoted from statistical control department to client service executive for food and drug manufacturers' products at A. C. Nielsen Co., international marketing research firm.

Gladys Blair, public ► service account supervisor at Young & Rubicam, selected Chicago Advertising Woman of Year for 1958 by Women's Adv. Club of Chicago at dinner meeting March 18. She is past president of Women's Adv. Club of Chicago and past vice president of Chicago Federated Adv. Club.

Edward F. Molyneux, 62, art director of Cunningham & Walsh, N. Y., for past 28 years, died March 24 at St. Luke's hospital in New York. He joined Frank Seaman Inc. agency as topographer in 1918, became Newell-Emmett Co.'s first art director when agency was formed in 1919 and was elected vice president of Cunningham & Walsh, N-E's successor.

FILM

Bill Kersey, active for many years in Milwaukee radio and tv, has opened Bill Kersey Productions at 2809 N. 77th St., that city. In addition to program package production, firm will produce transcribed radio and live tv commercials.

James H. Kimberly, formerly with Kimberly-Clark Corp. (Kleenex tissues, other products), Neenah, Wis., appointed vice president in charge of business development at Kling Film Studios, Chicago. He is son of **James R. Kimberly,** president of Kimberly-Clark.

James B. F. Boyce, previously with Young & Rubicam, N. Y., as account executive, appointed eastern station relations manager of NTA Film Network.

Hillard Elkins, formerly tv talent department head at William Morris Agency, has joined Mills-Park-Milford, New York television producing and packaging firm, as director of sales and sales planning. **James Troy,** in addition to his present position in charge of business affairs, has been made responsible for sales promotion and public relations. In realignment, **Ted Mills** and **Ben Park,** founders of company, will concentrate on live and film program development and production and partner **Gene Milford** will direct film production operations.

Jack Boyle, Mike Wims, M. W. Wilson, Clyde Bailey and **Richard Windon,** sales representatives, Alexander Film Co., Colorado Springs, Colo., promoted to district sales managers.

Jerry Liddiard, formerly with Guild Films, has been appointed eastern sales manager for Comet Distributing Corp., which handles 210 half-hour *Space Patrol* tv shows. He has opened offices at 425 E. 63rd St., N. Y.

Murray Oken, formerly director of film distribution for Colonial Williamsburg Inc., Williamsburg, Va., appointed midwest division manager of Trans-Lux Television Corp., N. Y., headquartering in Chicago.

Patricia J. Trumbull, program coordinator of *Cross Country* agricultural film tv series at Fred A. Niles Productions, Chicago, has resigned. Her duties are being handled by **Ruth L. Ratny,** assistant sales manager and promotion-publicity director.

Lou Asher, 52, chief property man for *Lassie* tv series for five years, died March 25 of cancer, following six-week illness.

STATIONS

◄ **Richard Gerken,** general manager, WHIM Providence, R. I., also becomes stockholder, president and director of Buckley-Jaeger Broadcasting Corp., owners of WHIM. FCC has approved application providing for 20% stock transfer of station to Mr. Gerken.

Tom E. Beal, general manager, KBKC Mission, Kan., named president of board of directors of Mission Broadcasters Inc., operators of KBKC.

Roland L. Filiault, accounting staff, WWLP (TV) Springfield, Mass., elected treasurer of Springfield TV Broadcasting Corp., succeeding **William L. Putnam,** re-elected by board as president and to devote his full time to

duties of that office and those of general manager.

John Esau, formerly ► general manager of KTUL Tulsa, to KWWL-TV Waterloo, Iowa, as general manager.

Martin Colby, formerly sales manager for Allied Tv and Radio Productions, joins Triangle Stations' sales staff. He will be associated with Triangle's national sales office in New York, succeeding **Sherman D. Gregory,** who has joined sales staff of ABC-TV Film Syndication.

Thomas L. Young, commercial manager, KBTV (TV) Denver, to KMMT-TV and KAUS Austin, Minn., as general manager.

W. E. McClenahan, operator of his own radia and tv representative company in Milwaukee, to WKOW-TV Madison, Wis., as general sales manager.

Bernard Goodman, assistant to president, KFMU (FM) Los Angeles, to KCBH (FM) Glendale, Calif., as sales manager, effective April 1.

John Millar, local sales manager, WCAX Burlington, Vt., promoted to commercial manager.

Marvin Gottlieb, account executive, WPTR Albany, N. Y., to WOKO that city as local sales manager.

James T. Butler, formerly station manager of WIRL Peoria, Ill., to WISN-AM-TV Milwaukee as assistant manager.

Bob Barber, formerly with WITH Baltimore, Md., to KTOP Topeka, Kan., as assistant manager and d. j.

Bob Mettler has joined KWEL Midland, Tex., as chief engineer.

William Peters, producer-director, WBEN-TV Buffalo, N. Y., named program director of WBEN, succeeding **Gene Brook,** who will become radio-tv director of United Auto Workers in Detroit.

Ben Calderone, announcer-d. j., named program director of KWYR Winner, S. D.

Robert N. Hart Jr. has been appointed promotion director of United Broadcasting Co., Washington.

Keith C. (Casey) Strange, director of public information, Indiana State Office of Traffic Safety, to WFBM-AM-TV Indianapolis as assistant promotion and public relations director.

Francis Scott, formerly director in WNBQ (TV) Chicago operations department, appointed sales traffic supervisor in station's sales department.

Richard Harvey, production supervisor, WINN Louisville, Ky., to WBCB Levittown, Pa., as account executive.

Sean Cassidy, graduate of Notre Dame and recently released from service, joins WICC Bridgeport, Conn., as copywriter.

Don Grider, formerly newscaster, continuity writer and d. j. at WEOA and WEHT-TV Evansville, Ind., to announcing staff of WIRE Indianpolis.

Carl E. Lee, vice president and managing director, Fetzer Broadcasting Co., elected vice president of Kalamazoo (Mich.) Chamber of Commerce. He has served on board past four years.

Henry Morgenthau III, projects manager, WGBH-TV Boston, elected to board of directors of Broadcasting Foundation of America.

Doug Douglas, 62, who for 15 years broadcast Sunday funnies to children over KRKD Los Angeles, died March 24 at his home in that city, following heart attack. Mr. Douglas, newspaperman, was working for *Los Angeles Times* when newspaper acquired KHJ Los Angeles, where he started in radio. For 20 years he was associated with KRKD as announcer and editor. For past several years he has been office manager of Bell Adv. Agency.

REPRESENTATIVES

Robert McNear, previously sales manager, Broadcast Time Sales, S. F., has been appointed acting sales manager of west coast activities of BTS. **Linden Chiles,** formerly assistant radio-tv producer, Ruthrauff & Ryan, Chicago, named assistant to Mr. McNear. **David Lieberman,** formerly with Pulse Inc., N. Y., is now business manager of BTS office in that city.

PROGRAM SERVICES

Peter S. Willett, United Press business representative for North Carolina and Virginia, named southern division business manager.

Luellen L. Sterns, formerly vice president, Trans-Community Television Network, to Muzak Corp. as New York manager.

PROFESSIONAL SERVICES

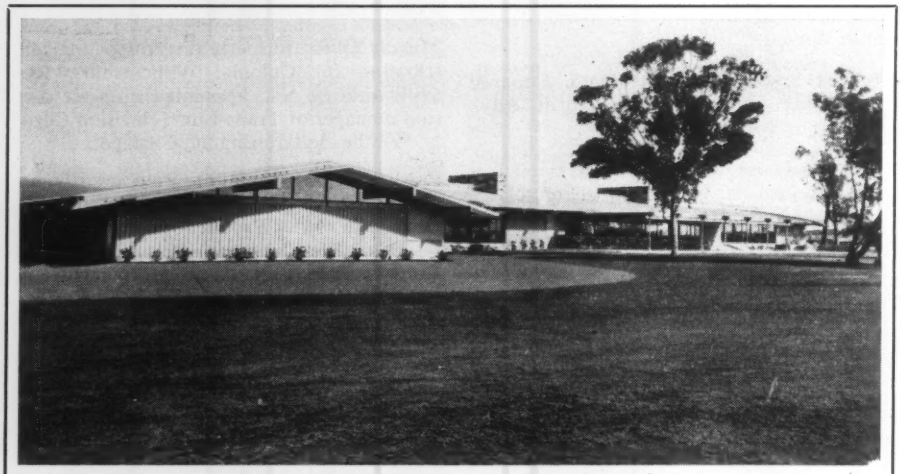
Martin Schwager, media and sales analyst with Doyle Dane Bernbach, N. Y., to Gould, Gleiss & Benn (national market research and consulting firm), Alhambra, Calif., as west coast statistical supervisor.

Alfred E. Teachman, veteran of 25 years in radio communication system design and development, to Page Communications Engineers Inc., Washington, as project manager. He will be responsible for installation at missile-defense-communication stations of interference-elimination equipment which has been developed by PCE.

H. S. Busch, formerly with NBC personnel and tv production departments, has been named manager of Wilsten Personnel, new agency at 147 West 42nd St., N. Y., which will service radio-tv and advertising fields. Telephone: Bryant 9-8484.

MANUFACTURING

Karel Van Gessel, general manager of Syl-



LOS COYOTES COUNTRY CLUB • BELLEHURST, CALIFORNIA

BROADCASTING MAGAZINE
GOLF TOURNAMENT APRIL 28 (Monday)

BROADCASTING's annual NAB golf tournament will be held April 28 (Monday) at the new Los Coyotes Country Club, aproximately 30 minutes from downtown Los Angeles. This 18-hole, 6,655-yard course is a par 72 championship layout. The popular blind bogey handicap system (maximum handicap 30) will be used.

BROADCASTING will provide silver trophies to the low gross and low net winners. Several Los Angeles stations will donate other prizes (last year there were 27 individual prizes). Tee-off time 9 A. M.

Free bus leaves Biltmore Hotel at 8:30 A. M. Returns 3 P. M.

Buffet luncheon and 19th hole party given by BROADCASTING.

MAKE YOUR RESERVATIONS TODAY WITH YOUR NEAREST BROADCASTING OFFICE.

ABOVE are the newly-elected officers of the New England Chapter of American Women in Radio & Television. They are (l to r) Carol King, WCAX Burlington, Vt., second vice president; Claire Crawford, WORL Boston, treasurer; Mary Pearl, WJOY Burlington, president [PEOPLE, March 24]; Julie Fuller, WTAG Worcester, Mass., first vice president, and Betty McCabe, Boston Herald-Traveler, Boston, secretary.

vania International for past three years, has been appointed vice president and managing director of division of Sylvania Electric Products Inc. Mr. Van Gessel will be responsible for Sylvania's international activities including supervision of Produtos Electricos de Mica Ltda., Rio de Janeiro, which produces and fabricates mica for electronics industry and has plant in Sao Paulo, Brazil. **Dr. Robert M. Bowie,** former corporate director of research for Sylvania, was appointed vice president of Sylvania Research Labs., division of Sylvania Electric Products.

Marvin G. Whitney, administrative assistant, Hoffman Electronics Corp., L. A.; **John Stevens,** director of engineering and manufacturing, and **Charles A. Nichols,** chief engineer, promoted to vice presidents in company's Consumer Products Div.

Lt. Col. Louis H. Wilson (USAF, retired), formerly chief of radio-navigational aid branch headquarters, Strategic Air Command, has been named head of newly-activated Colorado Springs, Colo., office of RCA Defense Electronic Products.

Theodore A. Flynn, partner in Construction Industries Adv., Los Angeles agency, has been named sales promotion manager of Packard-Bell Electronics Home Products Div.

Vincent T. Frungillo, supervisor of accounting, Sylvania Electronic Tubes television picture tubes division, Seneca Falls, N. Y., to manager manufacturing cost control for division.

H. J. Benham, formerly administration manager, RCA computing systems service, to manager, central service region, technical products service department, RCA Service Co., Camden, N. J.

Howard Spellman, traffic manager, RCA international sales has announced plans to retire, effective March 31. Mr. Spellman has been with RCA and its predecessor company, The Victor Talking Machine Co., for 50 years.

Edward J. Wilder, northeast regional manager, Gates Radio Corp., Quincy, Ill., promoted to newly-created position of assistant to sales manager.

Deirdre Budge, formerly with publicity department of RCA Victor record division, to newly-created position of women's editor, RCA Dept. of Information.

Henry J. Nolte, with General Electric Co., Schenectady, N. Y., for 45 years, retires tomorrow (Tuesday). Mr. Nolte was cited in 1936 for his work on first all-metal vacuum tube and first water-cooled power tube.

GOVERNMENT

Edward T. Ingle, 60, formerly radio-tv director for Republican National Committee, died March 21 in Washington following brief illness. Before joining Republican Committee, he was associated with NBC and operated his own public relations company.

INTERNATIONAL

F. Hugh Horler, vice president and manager of radio and television department of MacLaren Adv. Co. Ltd., Toronto, appointed member of firm's board of directors. Other new directors appointed at annual meeting were **C. J. Chandler,** manager of Montreal office; **W. H. Graham,** senior account executive, Toronto; and **G. G. Sinclair,** chairman of plans board, Toronto.

A. W. Houghton, appointed executive vice president of Stevenson & Scott Ltd., Montreal advertising agency, with **S. C. Young** appointed vice president of Toronto office.

Peter Craske, assistant advertising manager of Kraft Foods Ltd., Toronto, to advertising manager of Standard Brands Ltd., that city.

J. Douglas Nixon, program director of CBU Vancouver, B. C., for past seven years, to assistant director of English-language radio network planning of CBC at Toronto, program headquarters.

Amazing New

MINITAPE*

*trademark registered

INTRODUCING A BRAND NEW MODEL OF THE FAMOUS MINITAPE* BATTERY OPERATED PORTABLE TAPE RECORDER . . . MODEL M-8

INCREDIBLE ENGINEERING TRIUMPH
Within Minitape's sleek aluminum case is a compact, transistorized, battery operated recorder capable of network quality recording equal to the finest AC-operated units. Yet Minitape weighs only 13 lbs. and measures 9"x 12"x 5".

REMARKABLE OPERATING EFFICIENCY
Even when carried with case closed, Minitape is operative by a thumb-activated pusn button for instantaneous start or stop. Automatic volume control furnished by transistor amplifiers, holds constant full recording level from lip distance to 10 ft. Lifetime nickel cadmium storage battery is capable of over 2 hours continuous recording on one charge.

IMPRESSIVE RECORDING QUALITY
Flat frequency response to 10,000 cycles at 7½ inches per second, is achieved by Minitape with minimum distortion, flutter or wow. Practically any type music can be recorded. Recordings are compatible with finest standard unit tapes.

SEE THE NEW MINITAPE AT N.A.B. CONVENTION APRIL 28--MAY 1, LOS ANGELES, CALIFORNIA

STANCIL-HOFFMAN CORP.

Write for prices and specifications:

Cable Address: STANHOFF

921 North Highland Ave. • Hollywood 38, Calif.

This is the kind of hold our station has on people

There are two sides to figures—"how many?" and "how much?" Their relationship depends on viewer loyalty.

Well, what is loyalty—the impulse, for example, that keeps sets tuned to Channel 7 in the 747,640 TV homes of 41 flourishing counties in 3 states? *Its cause* is allegiance to the station image projected by our thoughtful programming—by our many, valued service features—by little things of big import, like no triple-spot aggravations. *Its evidence* lies in our steady predominance in mail counts, ratings and constant communication. Here, that loyalty *can* transfer itself to you.

So sponsors find that in the WHIO-TV marketplace "how much?" is just about "how many?" . . . George P. Hollingbery can tell you more from another set of realistic figures—our rate card.

whio-tv
CBS
channel **7** *dayton, ohio*

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

MONDAY MEMO

from **DOUGLAS E. ANDERSON,** *president, Anderson-McConnell*

Intimacy: tv selling's neglected dimension

Television has become the greatest single force of mass communication since man first started to speak. Television has changed our living habits and mealtimes, done away with the dining rooms, changed architecture, closed the neighborhood movie house and helped elect presidents. Television, everybody says, has grown up. Some of it has—programs and electronics are better; but the one most important element to mature growth in tv is still an infant: the commercial.

Networks, program producers and talent all have taken bold steps forward—tried new, unusual and different techniques and presentations—have been knocked down a few times and have come up fighting. But the tv commercial—the insides—the essence of advertising is still nursing at the secure breast of "Well, we used to do it this way."

Let's see what happens: Back when advertising first started there used to be signs on most office buildings in New York that read, "No peddlers or advertising salesmen allowed." Back then in the advertising business all copy was printed. Copy was one-dimensional. The people read the copy as they wished: They went back over the words, repeated them, read fast or slowly, or not at all. But, basically the reader read at his option and according to his habits. Then in 1926 network radio entered the picture and became a force in selling advertisers' products. But radio was still one-dimensional, except that the copy was heard instead of being read.

RADIO: SIMPLE, EASY, ONE-DIMENSIONAL

Radio copy for the most part was and still is simple, easy to understand and easy to assimilate because it is one-dimensional.

But the option to reread, repeat, study, was no longer at the election of the audience.

The advertiser had become the prime mover and thus radio selling was geared to the slowest reader.

I often wonder what we looked at while we were listening to radio programs in the living room. Actually we saw what we wanted to see—what we built in our mind's eye.

Then in 1947 the birth of the Electronics Age finally put the eye and the ear together and for the first time advertising had the almost perfect sales medium—television.

It was sight and sound; it was in the home; it was very close to a personal sales call; it was intimate and personal.

So what did agencies and their clients do with tv?

They made television impersonal!

Television proceeded to use all the "tried and true" audio devices—the obvious visual methods—and came up with a radio announcement with pictures.

Was this personal selling? Was this Television? No.

But tv was novel and anybody would look at anything.

It was an attempt and it worked for a while because it was new. And out of it, grew the idea of finally personalizing a sales message.

So we had: Arthur Godfrey, Barbara Britten, Betty Furness, Ronald Reagan, Ed Sullivan and others.

This was a start toward reaching the public. But these so-called personalized stars were symbols of manufacturers and not of people. They had personalized the wrong guy—the client.

Well, this is about where we are today. What's the next step?

It's this:

In theory the man or woman who is best fitted to sell a client's product is the No. 1 salesman for the company. He is an acknowledged personality. He certainly knows his subject. He's a human being and chances are he talks like one.

Well, why don't we use him?

The simple answer: he's busy doing the job he's fitted for.

Therefore, let's take his prototype—his personality, his knowledge of the product, his way of speaking. Don't we do that now?

Let's see what goes on. The usual tv announcement is prepared in the agency, using all the facts at hand about the client's product. These facts are worked into about 140 words, of which about 139 are sacred cows—phrases that "will work," cliches that "sing" and statements that "The Founder" said back in 1904. So now we are ready to go on tv and where is our salesman? He hasn't seen the copy. It may not be written the way he talks, but he is supposed to sell the product.

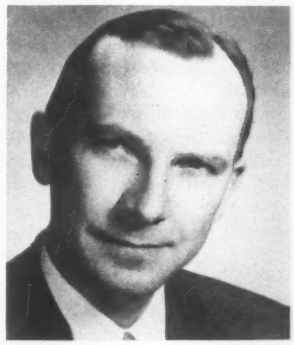
Is this the same "pitch" that the client's No. 1 salesman gives in selling the company's product?

No, but it's what we put on tv. We are right on paper—and wrong on the tv screen. So we are still wrong.

It's time we faced the facts about selling on tv. It's time for courage and for bold moves. It's time to realize that tv is not the client's opinion or the client's words but only the client's facts delivered from people to people—facts that make television the sales medium it should and can be. We still believe that "one picture is worth a thousand words" and yet we still try to cram over a minute's worth of copy into 59 seconds.

How many times have we been in a room next to another room where the tv set is on and people are talking at the same time? You are instantly able to tell which is the tv audio and which is room conversation.

Agencies and their clients seem to forget the "back fence" type of conversation. Mostly research does the talking and it sounds that way. So, I say, let's grow up. Let's talk like people and not like Univacs. Let's say what should be said and show what should be seen. TV is not costly if it's creative.



Douglas E. Anderson, b. 1917, Stanton, Iowa. Reared on Iowa farm and went to California in 1936. Graduate, UCLA College of Business Administration, 1942. Entered naval reserve with Pan American Airways in San Francisco, early 1943. Founded Anderson-McConnell Advertising Agency Inc., Los Angeles, with George McConnell in October 1946, with no prior agency or advertising experience. President of Southern California Advertising Agencies Assn. (now Western States Advertising Agencies Assn.), 1955-56.

Wishing Won't Make It So

IN our Feb. 24 issue we carried an exclusive interview with Arno Johnson, the respected economist of J. Walter Thompson Co., who urged American business to sell itself out of the slump. Mr. Johnson's thesis was that more and better advertising could do much to reverse the business curve.

Since then others have taken a similar position. Only last Wednesday, President Eisenhower said that better advertising and selling would activate the U. S. market. A number of broadcasters on their own have undertaken optimism campaigns.

Anyone who makes his living in advertising must believe that advertising, properly used, can be a powerful incentive to business recovery and even to a new business boom. To respect the power of advertising is also to understand that the power is not automatic. An ill-conceived campaign to advertise America out of the slump could degenerate into a modern form of Coueism, a philosophy that flourished briefly in the 20s.

The essence of Coueism was that if people thought better thoughts, better things would happen. Its fatal weakness, of course, was oversimplification. That same weakness can afflict an advertising campaign aimed at spreading optimism.

It is not enough, it seems to us, to advertise the fact that Merchant A is selling more of Product B than he sold at this time last year. To make the advertising successful, the prospective customer of Merchant A must also be persuaded that he needs and can afford Product B.

The Numbers Game

THERE are welcome and in some ways surprising signs that program ratings are not being abused quite as blindly and stubbornly as people had thought.

For this heartening information we are indebted in large part to a Timebuyer Opinion Panel organized by NBC Spot Sales. The first panel project probed timebuyers' attitudes toward ratings; it showed, as reported in detail in these pages a week ago, that *most* timebuyers are not betting everything on this electronic numbers game. For the most part the buyers say they look on ratings as a guide to be considered along with many other factors.

There is other good news on the ratings front—evidence of new thinking being brought to bear on the always disputatious question of measurement techniques.

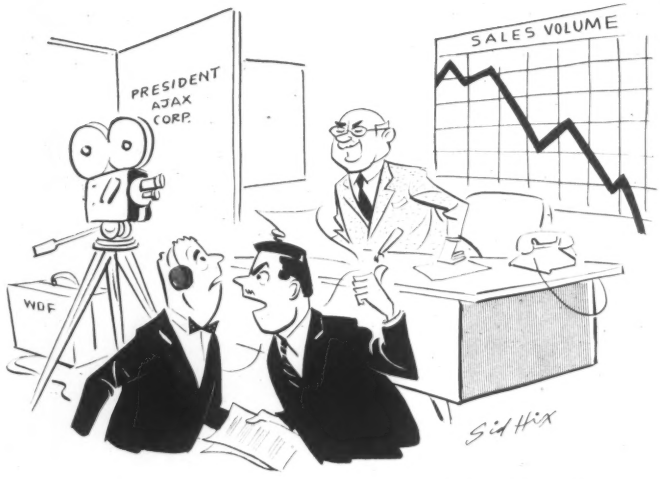
Results of a new system were tipped off at a Radio & Television Executives Society session in New York last week and are spelled out in detail in an exclusive interview which appears elsewhere in this issue. This system uses personal, in-home interviews with viewers while they're actually viewing, and its prime mover, George Abrams of Revlon, who also heads the Assn. of National Advertisers' Radio-Tv Committee, feels it can be done nationally for $5 million a year. Five million, Mr. Abrams noted, is only "a drop in the bucket" compared with what advertisers are already investing to sell products and services through broadcasting.

The new system undoubtedly will be given a searching appraisal by all hands. Whatever the outcome, however, the recognition that ratings have received in recent weeks—and in this we specifically include the fundamental study by J. Walter Thompson Co. which was reprinted in condensed text in this journal of March 10—can scarcely fail to have a good effect. This recognition has been directed at both the strengths and weaknesses of ratings. By helping to put both into perspective it could lead to repair of some of the weaknesses and lead to more intelligent use of the numbers all around.

What Is News?

FOR weeks the "scandal" at the FCC had been front-page news. Charges—many of them unsubstantiated—of personal misconduct, influence-peddling and graft had blackened the reputations of all members of the FCC and, by association, of all those who do business with the Commission, particularly tv licensees.

Last week several members of the Commission at long last were given their day before the House Legislative Oversight Subcommittee. They had their first opportunity to rebut the charges and innuendoes of ousted counsel Bernard Schwartz. They contended they did nothing illegal or untoward. One of them, Rosel Hyde, had been practically vindicated by Chairman Oren Harris (D-Ark.) at the time this editorial went to press.



Drawn for BROADCASTING by Sid Hix

"Keep that chart out of the picture . . . his talk is on 'There's nothing wrong with business'!"

Did these developments hit the headlines, or top the newscasts? Not that we could discern.

But let there be new hints of manipulation, or of double-billing at government expense. It will be banner headline stuff again, along with exhaustive on-the-air coverage—spot film clips and all.

Ask the man on the street about what's wrong with government and the chances are he'll answer: "Corruption at the FCC." The fact that certain commissioners were cleared of improprieties will be beyond his ken. The rebuttal never catches up with the charges, however ill-founded.

This is a fundamental fallacy of news coverage and editorial discretion. It may be unfair.

Objectionable as this may be it is vastly to be preferred over the only alternative—controlled news, which means censorship.

The broadcast media, to a greater degree than the printed press, balance the news in other ways. The radio or television forum and the interview are used to give both sides. The public has come to expect "fairness" from radio and television.

But the press is under no compulsion to print both sides or to give equal display to charge and answer. Nothing can be done about it. The right of freedom of the press is the right to be wrong.

Career Counselling

THE younger generation is being misled.

It is being told that the brightest future lies in a scientific career.

That advice is wrong.

The brightest future is reserved for Washington lawyers specializing in broadcast practice.

As evidence, we present in this issue a story describing the enormous amounts of time and money being spent on government investigations. Appalling waste is involved.

To anyone with a regard for tidy management, the spectacle in Washington is incredible. Investigators are at work on investigations which others have only recently completed. Most of the questions being asked now by Senators, Congressmen and, indeed, the FCC were asked and answered elsewhere within the past two years.

Yet the outlook is for more investigations.

Lawyers are promised permanent work at bountiful pay.

Head for Washington, young men of America. All you need to get a start is a copy of the Communications Act, the latest volume of the Congressional Directory, a sincere suit and the ability to listen to a Senator in such an attentive way that he thinks you think he knows what he is talking about.

AN IMPORTANT ANNOUNCEMENT

KSTP Radio, the Northwest's 50,000 watt QUALITY station now offers new package announcement plans—as part of a new rate schedule—that make KSTP your *first* radio buy in Minneapolis—St. Paul.

Specifically designed to aid those advertisers who require a saturation campaign, these plans also make KSTP a *must* on any multiple-station buy in the vital Twin City Market.

Details of these plans are shown below. For further information on the new KSTP rate card . . . call your nearest Petry office or a KSTP representative.

Class "A" 6:00 AM to 7:00 PM (Fixed Position Guaranteed)

5 20-second per week flat $90 — 5 one minutes per week flat $130 — 10 one minutes per week flat $200

Class "A" 6:00 AM to 9:00 AM (Rotating)

	5 per week flat	10 per week flat	20 per week flat	30 per week flat
Minutes	$75.00	$125.00	$225.00	$300.00
Breaks	$50.00	$ 95.00	$180.00	$255.00

Class "B" 9:00 AM to 7:00 PM (Fixed Position—Not Guaranteed)

	5 per wk flat	10 per wk flat	15 per wk flat	20 per wk flat	25 per wk flat	30 per wk flat
Minutes	$60.00	$100.00	$142.50	$180.00	$212.50	$240.00
Breaks	$45.00	$ 80.00	$112.50	$140.00	$162.50	$180.00

Class "C" 7:00 PM to 6:00 AM (Fixed Position—Not Guaranteed)

	10 per week flat	15 per week flat	20 per week flat	25 per week flat
Minutes	$70.00	$ 97.50	$120.00	$137.50
Breaks	$55.00	$ 75.00	$ 90.00	$100.00

Class A package announcements can be counted toward Class B and C packages for frequency but *NOT* vice versa

KSTP Radio

Minneapolis • St. Paul

50,000 Watts

Basic NBC Affiliate

"The Northwest's *QUALITY* Station"

Represented by Edward Petry & Co., Inc.

With sincere appreciation to our associate properties and the countless advertisers whose continued support and encouragement have made possible these five decades of service . . . *The Branham Company*